

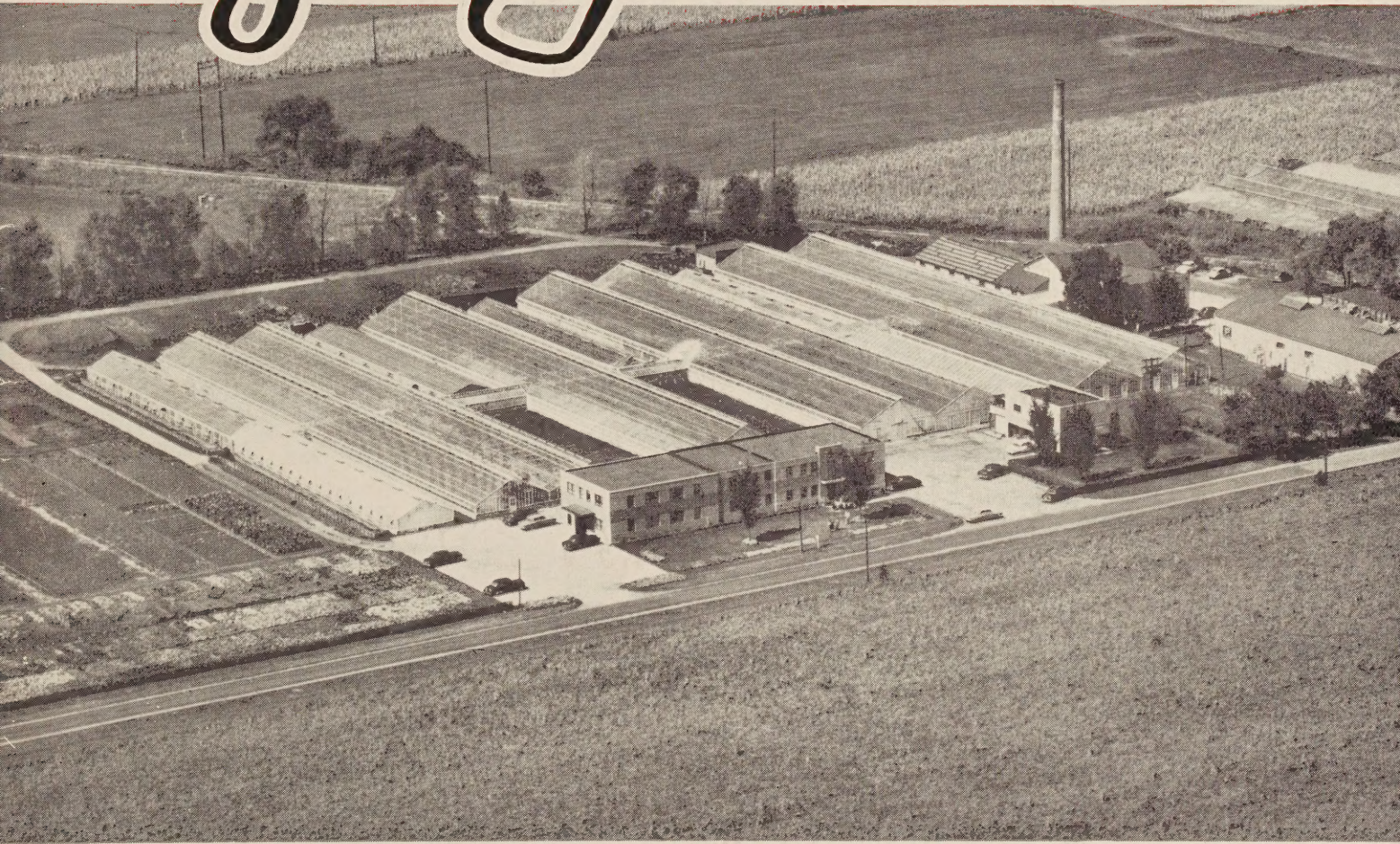
62.75
SPRING 1954

LIBRARY
RECEIVED
FEB 11 1954
U. S. Department of Agriculture

Geo. J. Ball

INC.

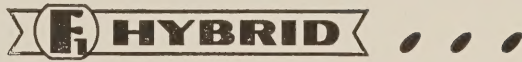
WEST CHICAGO, ILL.
Phone 299



Come to see us in '54!

"^{BETTER} Flower Seeds for Florists"

By This Symbol



... you can identify the genuine F₁ Hybrid varieties in our catalog. We offer approximately 82 flower varieties and 4 vegetable varieties that are true F₁ Hybrids. This symbol should be your guide to the finest varieties available wherever they appear.



Vic, George, and Carl Ball making final selections on the well-known strain of Coleus, Ball Rainbow Mixture. See page 19.

By F₁ Hybrids, we mean a variety whose seeds are produced by systematic crossing of individual flowers of two especially selected inbred parents. The key to finer F₁ Hybrids, of course, lies in the development in these parents of superior characteristics which they in turn impart to the resulting F₁ Hybrid.

Our own plant breeding staff, as well as breeders throughout the world, are working very intensively to bring the advantages of F₁ Hybrids to more and more flowers. Not only is there **GREATER INHERENT VIGOR AND PRODUCTIVENESS** in F₁ Hybrids, but **UNIFORMITY** is assured by trueness of the parent lines.

Our new **CRUSADER PETUNIA** is the latest addition to our F₁ Hybrid varieties. Its vigor and uniformity of growth, combined with a semi-dwarf habit, makes it an excellent bedding or pot variety. Incidentally, have you tried F₁ Hybrid vegetables? Our Ball Giant Hybrid Tomato is the newest of our F₁ Hybrid Tomatoes and should be excellent for home garden plant sales. Try it.

George H. Ball
President

P. S.: Because of different parents, seed saved from F₁ Hybrid varieties produces a worthless mixture.

GROWER TALKS

An up-to-the minute digest of what's new and interesting in the business of growing flowers. Includes a complete review of cultural problems of current interest each month.

Price: **90c** for 1 year; 3 years for **\$2.50**.
Binder for 24 issues, **\$1.50**.

BALL RED BOOK

8th EDITION!

Enlarged and completely revised. Includes complete cultural information on all major cut flower and potted plant crops, including year 'round Mums. Cloth-bound—a fine reference book written in the "florists' language" by members of our firm. **\$1.50**.

What's New for 1954 ???

Here Are Three Important New Varieties Which No Alert Bedding Plant Grower Should Pass Up



SALVIA, FIREBALL

Could you use a dwarf, free-branching Salvia which will actually bloom in a flat? Fireball is a full 10 days earlier blooming under our conditions than St. John's Fire, and will flower continuously until frost. A remarkable new Salvia strain, well adapted for pots and combinations. See page 35. Tr. pkt., \$2.00; 1/8 oz., \$3.75; 1/4 oz., \$7.00; 1 oz., \$24.00.



PETUNIA, CRUSADER

The most striking and colorful Petunia we offer—a bright, warm rose splashed gaily on pure white petals. Dwarf, extra free flowering, and extra vigorous from its F₁ Hybrid parentage. Crusader is our feature novelty for 1954—will be heavily publicized in garden magazines. 1/2 tr. pkt., \$1.75; tr. pkt., \$3.00; 1/128 oz., \$5.50; 1/64 oz., \$10.00; 1/32 oz., \$19.00.



ZINNIA, BLAZE

An All-America Award winner for 1954. An outstanding new color in Zinnias—a bright mandarin orange with the attractively curled and fluted petals of the popular new Cactus type. Will be very heavily publicized in garden magazines next spring. Be prepared to take care of calls for Blaze. 1/16 oz., 75c; 1/8 oz., \$1.25; 1/4 oz., \$2.00; 1 oz., \$6.50.

There are a total of 53 other new varieties in our 1954 "Flower Seeds for Florists." Here are 10 of these, selected on the basis of their merit—for your special consideration. You will find a complete description of each one in its appropriate section.

Candytuft, Ruffled White. A distinctively new, ruffled petal form in this popular cut flower. Tr. pkt., 50c; 1/4 oz., \$1.50; 1 oz., \$4.50.

Impatiens Sultani, Dwarf Bright Orange. A bright new color is now available in this very popular bedding subject. Tr. pkt., \$1.25; 1/32 oz., \$2.00; 1/16 oz., \$3.75.

Petunia All Double, Cotton Candy. A new color—soft blush-pink; extra large flowered. 1/2 tr. pkt., \$2.00; tr. pkt., \$3.50; 1/128 oz., \$6.65; 1/64 oz., \$12.60; 1/32 oz., \$24.00.

Stock, Non-Branching No. 25, Minaret. A significant new white Stock for greenhouse growing—close spaced florets, long stems.

Stock, No. 25 Butterscotch. A vastly improved yellow Stock.

Prices above 2, each: 1/2 tr. pkt., 75c; tr. pkt., \$1.25; 1/4 oz., \$2.75; 1/2 oz., \$5.25; 1 oz., \$10.00.

Celosia, Kardinal. An unusually dwarf, large headed, red Cristata type. Tr. pkt., 30c; 1/8 oz., 70c; 1/4 oz., \$1.30; 1 oz., \$4.25.

Delphinium, Sapphire. Large flowered, bright blue, slightly lighter than Bellamosum. Tr. pkt., 75c; 1/4 oz., \$2.50; 1 oz., \$7.50.

Sweet Peas, Zvolanek's Multi-flowered Geo. J. Ball. Named for the late Geo. J. Ball, this new, deep coral-rose is one of the finest in this class. 1/2 oz., \$1.75; 1 oz., \$3.00; 4 ozs., \$10.00; 1 lb., \$30.00.

Sweet Peas, Floribunda Class. See page 43 for a complete description of this noteworthy new class of super-vigorous Sweet Peas.

Tomato, Ball Giant Hybrid. Fruit about 7 1/2 ounces, almost twice the size of Ball Extra Early Hybrid—about 2 weeks later. Tr. pkt., \$1.40; 1/16 oz., \$3.20; 1/4 oz., \$10.65; 1 oz., \$32.00.

These Worth-While New Varieties Will Sell Even Better In Pony Packs—See Page 48

Ball All-Double Petunias

Versatile Double Petunias

Soil out of pots—3's and 4's and even 5's finished sell on sight. The recommended new strains are dwarf, compact, branching, which gives them ideal pot plant habit. Sow in December for 4's for April and May. For larger sizes sow late November. Need good drainage, cool temperatures.

Use in combinations—pots or boxes. A mid-December sowing will give lovely 3's for use in combinations for Mother's Day.

Note: Read variety descriptions carefully. For super-dwarf strains try Pink Perfection and Gaiety. All others have satisfactory dwarf habit **except** Sonata, Minuet, Burpee Orchid, and several Victorious strains which need a pinch to produce ideal potted plant habit.

Ample spacing builds quality and desirable growth habit into any plant—double Petunias included.

F₁ HYBRID The All-Double Petunias listed on these two pages are Genuine F₁ Hybrids.

● BALL ALL-DOUBLE MIXTURE (Formula Mixture)

Our top quality all-purpose double mixture, containing liberal portions of the most popular straight colors of similar growth habit, blended by formula with our well-known large flowered Canadian strain—our **finest double mixture**. ½ tr. pkt., \$2.50; tr. pkt., \$4.00; 1/128 oz., \$7.60; 1/64 oz., \$14.45; 1/32 oz., \$28.00.

CANADIAN STRAINS MIXTURES

● **Canadian Mixture, Improved.** Basically improved by the addition of more fine rose, pink and salmon shades. ½ tr. pkt., \$2.00; tr. pkt., \$3.50; 1/128 oz., \$6.65; 1/64 oz., \$12.60; 1/32 oz., \$24.00.

Colossal Shades of Rose, Imp. The largest flowered All-Double Petunia. Shades of pink and salmon-rose. ½ tr. pkt., \$1.75; tr. pkt., \$3.00; 1/128 oz., \$6.50; 1/64 oz., \$11.75; 1/32 oz., \$22.00.

SEPARATE COLORS

● **Cotton Candy.** (New.) An appealing, soft creamy salmon suffused with pink. Extra large, fully double flowers borne in abundance on vigorous but dense plants. Fine for pots or bedding. Better try some of this. ½ tr. pkt., \$2.00; tr. pkt., \$3.50; 1/128 oz., \$6.65; 1/64 oz., \$12.60; 1/32 oz., \$24.00.

● **Canadian Queen.** Pictured at left. A very fine, true pink double, somewhat lighter than Rose of Canada. The large, well ruffled flowers are carried nicely above the compact, bushy plants. A first class, all-around double Petunia. ½ tr. pkt., \$2.75; tr. pkt., \$4.50; 1/128 oz., \$8.50; 1/64 oz., \$16.00.

America. Medium sized bright rose flowers very freely produced on a medium tall plant. If pinched once will produce a very nice pot plant. ½ tr. pkt., \$1.35; tr. pkt., \$2.50; 1/128 oz., \$4.50; 1/64 oz., \$8.00; 1/32 oz., \$14.50.

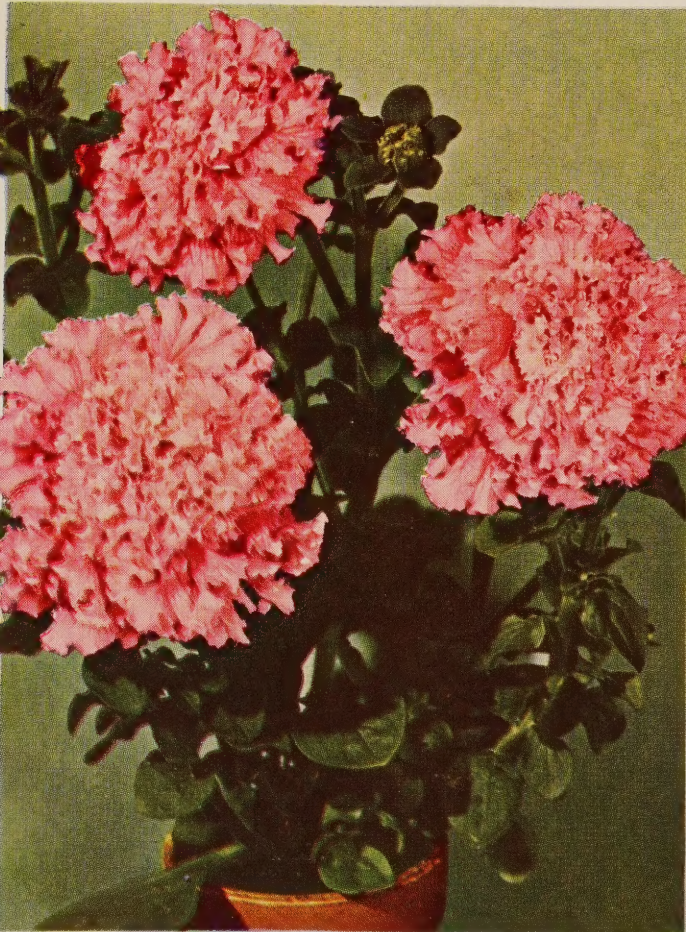
Northern Lights. Shades of medium deep rose with some bi-colored types. Typical fine Canadian habit of growth.

Black Prince. A bright Burgundy wine color. Flowers are only medium in size, but freely produced.

Rose of Canada. Fully double, bright medium rose flowers about 3 inches across are freely produced on compact, bushy plants.

Prices above 3, each: ½ tr. pkt., \$2.00; tr. pkt., \$3.50; 1/128 oz., \$6.65; 1/64 oz., \$12.60; 1/32 oz., \$24.00.

● **Burpee Orchid.** According to our observations this is the most suitable of the orchid or lavender doubles for pot use. This is not a Canadian All-Double. ½ tr. pkt., \$2.75; tr. pkt., \$4.50; 1/128 oz., \$8.50; 1/64 oz., \$16.00.



CANADIAN QUEEN

For a light rose-pink, uniform fine habit, large, fully double flowers delicately fringed, you can't beat Canadian Queen.

for Bedding, Pots, or Combinations



ALLEGRO

Ever-increasing in popularity because of its deep, bright, salmon color—pleasant and distinctive among doubles.

GLORIOUS (Pan-American) STRAINS

● **Allegro.** (Pictured at left.) Medium to large, fully double flowers of clear, bright salmon are carried on fairly dwarf plants. An attractive color in the All-Doubles and the finest in its color class. $\frac{1}{2}$ tr. pkt., \$2.75; tr. pkt., \$4.50; $\frac{1}{128}$ oz., \$8.50; $\frac{1}{64}$ oz., \$16.00.

● **Caprice.** Medium sized rose-pink flowers are carried on fairly dwarf plants.

● **Sonata.** Extra large, fully double, pure white flowers. Not as compact in growth as some varieties; should be pinched to induce branching.

Minuet. Medium sized lavender. Tall; should be pinched.

Nocturne. Semi-double, deep Elk's Pride purple. The medium large flowers are borne on vigorous, but compact plants.

Prices above 4, each: $\frac{1}{2}$ tr. pkt., \$2.75; tr. pkt., \$4.50; $\frac{1}{128}$ oz., \$8.50; $\frac{1}{64}$ oz., \$16.00.

Glorious Mixture. Contains both tall and dwarf types in all Pan-American colors. In transplanting, be sure to use both large and small seedlings, thus insuring a complete range of colors. $\frac{1}{2}$ tr. pkt., \$2.25; tr. pkt., \$4.00; $\frac{1}{128}$ oz., \$7.60; $\frac{1}{64}$ oz., \$14.45; $\frac{1}{32}$ oz., \$28.00.

VICTORIOUS (Japanese) STRAINS

● **Gaiety.** The blotched or variegated flowers combine bright rose-pink with contrasting pure white to produce the "Strawberries in cream" effect. The blooms are medium large, well-doubled and fringed, and are carried on dwarf, base-branching plants—qualities which go to make an excellent Petunia for pots. The most popular Victorious variety. $\frac{1}{2}$ tr. pkt., \$2.25; tr. pkt., \$4.00. **Limit, 2 tr. pkts.** Mr. Sakata, the producer of the Japanese All-Double strains, reports the worst growing season in 45 years!

Illumination. The deepest rose in double Petunias; flowers inclined toward small side.

Orchid Beauty, Improved. Orchid, heavily veined deep violet.

Fantasy (Purple and white). Variegated and striped purple and white. Very dwarf.

Prima Donna (Orange). Deep salmon with some lighter colored.

Prices above 4, each: $\frac{1}{2}$ tr. pkt., \$2.50; tr. pkt., \$4.50; $\frac{1}{128}$ oz., \$8.50.

● **Attraction.** Striking, brightly colored rose and white mottled. Medium habit. This variety seems to have a more brilliant contrasting rose shade than the comparable Gaiety—looked very good in our '53 trial.

● **Pink Perfection** (World Beauty). Deep rose color and uniformly dwarf growth.

Snowball. Our 1953 trial plot of Snowball confirms our past preference for Sonata in this color class. Snowball lacks the uniformity, habit, and flower size of Sonata.

Blue Brocade. Elk's Pride purple.

Victorious Mixture. We blend this mixture ourselves from the above varieties. We do not handle the regular mixture.

Prices above 5, each: $\frac{1}{2}$ tr. pkt., \$2.50; tr. pkt., \$4.50; $\frac{1}{128}$ oz., \$7.00; $\frac{1}{64}$ oz., \$12.50; $\frac{1}{32}$ oz., \$23.00.



Double Petunias are ideal used in combinations and pots for spring sales. In the above combination box we used the following sowing dates: Double Petunias, Giant Petunias and Salvia were sown mid-December, around 50° during most of the growing season; Begonias, the same date carried 60°; Coleus January 1, grown 60°; Ageratum, January 1, and Marigolds, February 1, cool temperatures.

Feature Double Petunias in your own plantings around your place—your customers will want them, too.



CRUSADER



TANGO

A New Era for Petunias . . .

What are they? F₁ Hybrid Petunia seed is seed saved from a cross of two especially bred parents, both of which impart various qualities to the cross—together, they impart a special sort of vigor known as “heterosis.”
What are their advantages?

1. **Greater uniformity.** The controlled cross of well-fixed parents permits only slight variations, usually unnoticeable—no “rogues.”

2. **Greater vigor.** Fast, strong growth combined with ideal compact plant habit in most varieties is the greatest single advantage of the F₁ Hybrids.

3. **Brighter, clearer, more uniform colors.** It's difficult to measure this—you notice it when making comparisons with inbreds.

That's the “Hybrid story.” At a seed cost of 1/5 cent

per seedling, the seed represents such a small part of your over-all bedding plant production costs that competition-wise, **you cannot afford to be without “the best.”** Our recommendation: grow F₁ Hybrids, add the best selling inbred varieties, keep records of your sales and govern next season's planting accordingly.

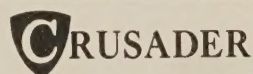
Change is the fundamental law of nature. A generation ago F₁ Hybrid corn was unheard of—today it has “taken over” the Midwest farm belt.

Ten years ago F₁ Hybrid Snaps accounted for less than 1/10 of the Snap seed sales. Today they constitute more than 3/4!

All indications point to a similar trend in use of F₁ Hybrid Petunias. They're a superior product—a superior product will almost always sell first.

GRANDIFLORAS

These large flowered, fringed and ruffled F₁ Hybrids are unexcelled for either bedding plant sales, pots, or combinations.



Another Ball Introduction!

[F₁ HYBRID] (New, pictured above). This gaily-striped rose-pink on white is the loveliest bicolor Petunia we've seen—made an outstanding hit in our test garden last summer. The color variegation of Crusader holds quite steadily throughout the season in spite of variations in temperature and soil. Those individuals which occasionally shade light or dark add interest to the over-all effect of Crusader, because of the pure, brilliant and unique rose shade found in its coloring.
An exclusive Ball novelty for 1954. 1/2 tr. pkt., \$1.75; tr. pkt., \$3.00; 1/128 oz., \$5.50; 1/64 oz., \$10.00; 1/32 oz., \$19.00.

● **Ballerina.** **[F₁ HYBRID]** Extra large frilled flowers of clear, intense salmon that hold their color well under summer sun. A lighter color than Tango, but equally effective. Plants are very vigorous and free branching, and bloom profusely.

● **Tango.** **[F₁ HYBRID]** (Photo above.) A bushy plant with luxurious deep green foliage against which the large, bright salmon-scarlet flowers literally stand out like flares. Flowers are moderately fringed and ruffled, and are freely produced. Makes a fine pot plant and is equally good for bedding. This is the most popular F₁ Hybrid Grandiflora.

● **Bolero.** **[F₁ HYBRID]** An extra compact, early and free flowering Petunia. Its fringed deep rose flowers are about the color of Setting Sun. Makes a first class pot plant and is valuable for bedding.

● **La Paloma.** **[F₁ HYBRID]** Large, well fringed flowers of purest white with yellow throat and remarkable vigor are the outstanding points about this fine Hybrid Petunia. This is the finest fringed white bedding variety available today. Plants are well branched, and make a satisfactory pot variety if grown cool to restrict growth some.

Prices above 4, each: 1/2 tr. pkt., \$1.35; tr. pkt., \$2.50; 1/128 oz., \$4.50; 1/64 oz., \$8.00; 1/32 oz., \$15.50; 1/16 oz., \$29.00.



There Really is a Difference!

The row on the left is the popular Dwarf Hybrida white, Snowball Imp., photographed in our trials last July. The two rows to the right are genuine F₁ Hybrid whites similar to Snowball Imp. but much more vigorous and free flowering. We plan to introduce the line on the far right next year—will be called "Paleface."

F₁ (Genuine) Hybrids

COMANCHE ↑

F₁ HYBRID

MULTIFLORAS

● COMANCHE—"Successor to Fire Chief"

F₁ HYBRID ALL-AMERICA SELECTION (Pictured above, right.) A brilliant scarlet-crimson, deeper and more intense than Fire Chief, and with larger flowers produced in great abundance on vigorous, fast growing plants. This is the finest red bedding Petunia we have ever seen. A "must" on your list!

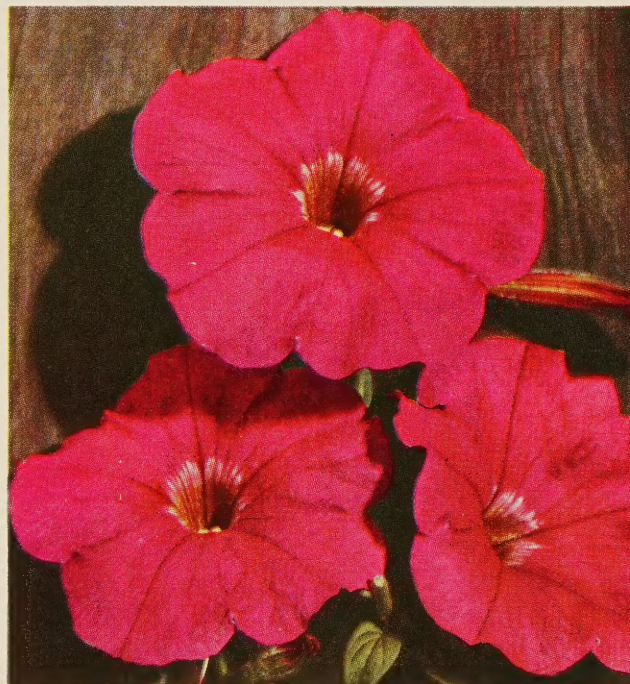
● **Silver Medal.** **F₁ HYBRID** ALL-AMERICA SELECTION Medium large flowers of soft salmon-pink are lavishly produced on free-branching, semi-upright type plants. Grow Silver Medal to meet the steadily increasing demand for soft pastel colors.

● **Pink Sensation.** **F₁ HYBRID** ALL-AMERICA SELECTION Large Hybrida or bedding type flowers of clear pink. Uniform in habit and very vigorous. Plants branch and flower freely. Almost identical in color to Fair Lady but far superior in vigor and freedom of bloom. Another "bell-ringer" in the popular pastel color class. The most vigorous Petunia in our trials.

● **Rose Charm.** **F₁ HYBRID** (Pictured center right.) Rich, brilliant rose, wonderfully vigorous, free branching and flowering. In our trials each plant reaches a spread of over 2 feet and is literally a solid mass of bloom. In addition, Rose Charm possesses a sturdiness of growth that doesn't "flop over" late in summer as do many of the inbred varieties. This variety has gained wide popularity since its introduction only 2 years ago.

● **Linda.** **F₁ HYBRID** (New, lower right.) Brilliant rosy salmon flowers similar to Silver Medal are carried on bushy, solid plants of great vigor. Will withstand heavy wind and rain without plants breaking down. Somewhat more dwarf than Silver Medal.

Prices above 5 each; ½ tr. pkt., \$1.00; tr. pkt., \$1.75; ¼₂₈ oz., \$3.50; ¼₆₄ oz., \$6.50; ¼₃₂ oz., \$11.70; ¼₁₆ oz., \$20.00.



ABOVE: ROSE CHARM; BELOW, LINDA



California Giant Petunias

BALL DWARF GIANT No. 1—For Pots

● **Ball Dwarf Giant No. 1—For Pots.** The extra dwarf and early blooming strain. The three plants pictured below (in 3-inch pots) are representative of the fine dwarf habit, huge open flowers and remarkable colors in this premium strain. Annual greenhouse pot trials in competition with other leading strains have convinced us of its real superiority. By actual count it dependably produces between 85 and 90% extra large, open-throated flowers on true dwarf plants. At its very best in a 3 or 4-inch pot. For bedding, we recommend Ball Dwarf Giant No. 2 because of its more vigorous growth. $\frac{1}{2}$ tr. pkt., \$1.00; tr. pkt., \$1.75; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00; $\frac{1}{16}$ oz., \$9.50.

Separate Colors Out of Dwarf Giants No. 1

Averaging 80-90% true-to-color, the three varieties pictured below are now available separately.

Orchid	Rose-red	Rose and white
$\frac{1}{2}$ tr. pkt., \$1.00; tr. pkt., \$1.75; $\frac{1}{64}$ oz., \$2.75; $\frac{1}{32}$ oz., \$5.00; $\frac{1}{16}$ oz., \$9.50.		

● **Ball Dwarf Giant No. 2—For Bedding.** An improved strain with a much greater color range, including pink. More vigorous than our No. 1 strain, therefore better suited for outdoor bedding work. Not recommended for pot plants. $\frac{1}{2}$ tr. pkt., 85c; tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$2.30; $\frac{1}{32}$ oz., \$4.15; $\frac{1}{16}$ oz., \$7.15.

Ramona. Large, open throated flowers about half rose, balance pink and lavender. 95% large flowered. Bred especially for pots and combinations. $\frac{1}{2}$ tr. pkt., 75c; tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.00; $\frac{1}{32}$ oz., \$3.25; $\frac{1}{16}$ oz., \$5.75.

California Giants Mixture No. 5. A very complete and attractive mixture of colors in the tall Giant class. Free flowering for bedding. Tr. pkt., 75c; $\frac{1}{64}$ oz., \$1.35; $\frac{1}{32}$ oz., \$2.50.

285,000 S. Equally at home as pot plants, in combinations of all sorts, and planted out in beds, California Giant Petunias never fail to draw the interest of Petunia buyers. Our finest strain, for early blooming and dwarf habit with extra large flowers, is Ball Dwarf Giant No. 1. Our other listings are most suitable for bedding, and are O. K. for combinations if a little extra height is desirable.

California Giants—Supreme Florists' Strain. Fine bedding mixture in soft shades of pink, rose and salmon. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.75; $\frac{1}{32}$ oz., \$3.00; $\frac{1}{16}$ oz., \$5.50.

Giant Rainbow Strain. Excellent mixture. $\frac{1}{2}$ tr. pkt., 65c; tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.85; $\frac{1}{32}$ oz., \$3.25; $\frac{1}{16}$ oz., \$5.75.

SEPARATE COLOR VARIETIES

Ball Lavender Giant. A pleasing soft lavender with darker veins; dwarf growth. $\frac{1}{2}$ tr. pkt., 75c; tr. pkt., \$1.25; $\frac{1}{64}$ oz., \$2.40; $\frac{1}{32}$ oz., \$4.40.

White Giant. Pure white petals with yellow throat. This is a definite improvement on the old Rheingold. Tr. pkt., 75c; $\frac{1}{64}$ oz., \$1.35; $\frac{1}{32}$ oz., \$2.50.

Copper Red, Dark. Attractive deep coppery crimson. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.75; $\frac{1}{32}$ oz., \$3.00.

Glamour. A beautiful rich salmon-rose, shading lighter toward the throat. Tr. pkt., 85c; $\frac{1}{64}$ oz., \$2.00; $\frac{1}{32}$ oz., \$3.75.

Irene. Carmine-red; white netted throat. Tr. pkt., 85c; $\frac{1}{64}$ oz., \$1.50; $\frac{1}{32}$ oz., \$2.50.

Prince of Wuerttemberg. Deep reddish rose; dark throat. Tr. pkt., 75c; $\frac{1}{64}$ oz., \$1.35; $\frac{1}{32}$ oz., \$2.50.

Princess of Wuerttemberg. Light rose-pink; veined dark throat. Tr. pkt., 75c; $\frac{1}{64}$ oz., \$1.35; $\frac{1}{32}$ oz., \$2.50.



Orchid

Rose - Red

Rose and White

BALL DWARF GIANTS NO. 1

Three representative blooms from our Ball Dwarf Giant No. 1 Mixture. These 3 colors can also be ordered separately. See box at left, above.

Ball Grandiflora (Large Flowered) Petunias

285,000 S. There are 3 distinct classes of Grandiflora: the Ruffled, the Fringed, and the Dwarf. Like all Petunias, the most vigorous are the tall ones. The Dwarf Grandifloras make ideal pot plants, but for bedding most of them do not hold up where summers are very warm.

RUFFLED GRANDIFLORAS

- **Popcorn (New).** Our finest white. See picture at right. 1/2 tr. pkt., \$1.00; tr. pkt., \$1.75; 1/64 oz., \$3.30; 1/32 oz., \$6.00; 1/16 oz., \$11.00.
- **White Queen.** Extra large, wavy, pure white flowers and vigorous growth make this a truly outstanding Petunia. Fine for bedding or pot plant use.
- **Snowstorm.** Fine, large flowered white. Similar to White Queen. Makes a nice pot plant.
- **Elk's Pride Dwarf.** Our strain of this always popular, rich velvety purple is admirably suited for bedding or porch boxes. Uniform in growth and a ready seller.

Prices above 3, each: tr. pkt., 85c; 1/64 oz., \$1.90; 1/32 oz., \$3.40; 1/16 oz., \$5.75.

Summer Night. Elk's Pride color but much more bushy and compact than the variety Elk's Pride. Blooms with doubles. Tr. pkt., \$1.00; 1/64 oz., \$2.25; 1/32 oz., \$4.00; 1/16 oz., \$7.50.

White Cloud. We offer the originator's strain.

Burgundy. Dark burgundy wine-red with large white throat.

Dwarf Pink Glory. Glowing carmine-rose with white throat. About 75% large flowered.

Giant Flaming Velvet. Large, ruffled, mahogany-red flowers and fairly compact growth make this an attractive variety.

Royalty. Large ruffled flowers in combinations of purple and white.

Prices above 5, each: tr. pkt., 85c; 1/64 oz., \$1.90; 1/32 oz., \$3.40; 1/16 oz., \$5.75.

- **Ruffled Grandiflora Mixture.** A well-balanced formula mixture of all important colors in this very popular class. Tr. pkt., 60c; 1/64 oz., \$1.50; 1/32 oz., \$2.75; 1/16 oz., \$5.00.

FRINGED GRANDIFLORAS

Dainty Lady. A light cream. The nearest approach to a yellow Petunia. Tr. pkt., 60c; 1/64 oz., \$1.50; 1/32 oz., \$2.75.

Dazzler. Free flowering, deep carmine-rose; fairly well fringed and very showy. Extra early and dwarf. This is a fine pot plant variety. Tr. pkt., 60c; 1/64 oz., \$1.50; 1/32 oz., \$2.75.

Fluffy Ruffles. An attractive fringed mixture for bedding work. Tr. pkt., 50c; 1/32 oz., \$1.75; 1/16 oz., \$3.00; 1/8 oz., \$5.50.

- **Fringed Snowstorm.** Nicely fringed, pure white flowers with faint gold throat are very freely produced. One of the finest for either pots or bedding. 1/2 tr. pkt., 65c; tr. pkt., \$1.00; 1/64 oz., \$2.35; 1/32 oz., \$3.75; 1/16 oz., \$6.75.

Light Blue. Campanula-blue, with dark veins and purple throat. Nicely fringed.

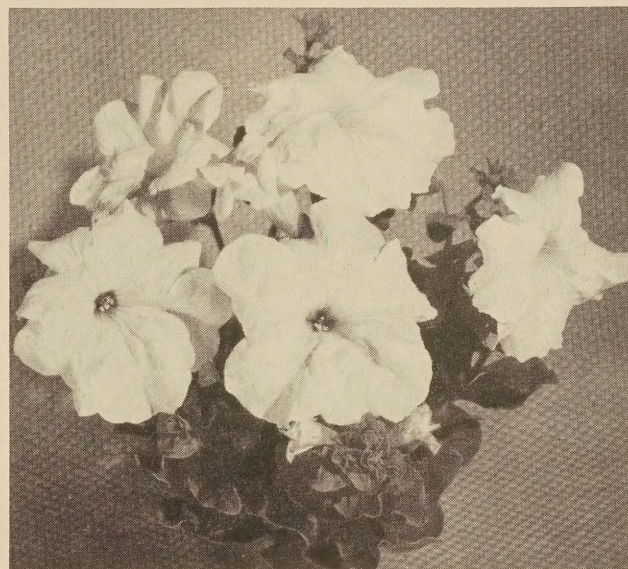
Pink Triumph. Choice clear rose-pink. Fine bedder.

Royal Purple. Velvety purple with attractively fringed petals.

- **Theodosia Improved.** Extra large, heavily fringed flowers of brilliant glowing rose with contrasting golden yellow throat.

White Beauty. A strong grower; fringed pure white.

Prices above 5, each: tr. pkt., 60c; 1/64 oz., \$1.50; 1/32 oz., \$2.75.



● POPCORN—

A Super-Dwarf Grandiflora White

Popcorn (New). If you like Snowstorm or White Queen for flower size, but find it a bit tall for certain uses, here is the answer—a really dwarf, large flowered white. Picture the huge glistening white flowers of Snowstorm or White Queen carried on low-growing, upright plants and you have our new Popcorn. Makes a wonderful plant for pots or combinations, and is equally at home for bedding. Originated by Waller-Franklin Seed Co. **A Ball introduction last year.** 1/2 tr. pkt., \$1.00; tr. pkt., \$1.75; 1/64 oz., \$3.30; 1/32 oz., \$6.00; 1/16 oz., \$11.00.

Gaiety. Medium sized, fringed flowers irregularly marked rose-pink and white. Vigorous in growth but dwarf and spreading in habit. Tr. pkt., 75c; 1/64 oz., \$1.75; 1/32 oz., \$3.00.

White Mound. Uniform, compact growth with medium sized, white flowers. Tr. pkt., 75c; 1/64 oz., \$1.75; 1/32 oz., \$3.00.

- **Fringed Grandiflora Mixture.** A high-class mixture made up of the best named varieties in the Fringed class. Tr. pkt., 50c; 1/32 oz., \$1.85; 1/16 oz., \$3.50.

REGARDING PETUNIA "FORMULA MIXTURES"

Since germination, vigor, and reaction to different climatic conditions vary with varieties, it is difficult to make a formula mixture which will perform with uniform satisfaction everywhere. Some varieties are naturally more vigorous, while others tend to be "drowned out" by the stronger growers; and the resultant color balance is not always entirely satisfactory. For this reason, where you need substantial quantities, we recommend that you buy separate colors, mixing the seedlings when transplanting to get special color combinations.

Dwarf Grandiflora Petunias

FRINGED and RUFFLED VARIETIES

POT PLANT TYPES

The past several years' breeding work has yielded several new Petunia varieties which seem admirably adapted to pot plant growth, but are not so universally useful for outdoor planting. Outdoors in an ideal environment these varieties will be quite attractive; but where conditions are not ideal they will appear somewhat inferior to their stronger-growing brothers, such as F₁ Hybrids, Doubles, California Giants, Ruffled Grandifloras, etc. So we have taken the liberty of listing the following varieties separately to indicate a special adaptability to growth in pots in the greenhouse in spring. Many of the Petunias listed on the preceding 7 pages also make ideal pot plants. Check variety descriptions for our recommendations.

- **Carosel.** (New.) A lovely bright purple and white variegated Dwarf Grandiflora which attracted much favorable interest in our trials. ½ tr. pkt., \$1.00; tr. pkt., \$1.75; ¼ oz., \$3.30; ½ oz., \$6.00; ¼ oz., \$11.00.
- **Robin.** (New.) Bred especially for use in pots or for combinations, but equally at home as a border plant. Plants are dwarf and compact, carrying their medium sized, ruffled flowers of rich, bright rose with white throats well above the foliage. ½ tr. pkt., 85c; tr. pkt., \$1.50; ¼ oz., \$3.50; ½ oz., \$6.00.

Ball Fringed Violet-Blue. Deep violet-blue on compact, bushy plants. Tr. pkt., 75c; ¼ oz., \$1.65; ½ oz., \$3.00.

Colorado Sunset. Medium to light rose-pink. Extra dwarf and restricted; a nice pot plant subject. Uniform and free flowering. ½ tr. pkt., 85c; tr. pkt., \$1.50; ¼ oz., \$3.50; ½ oz., \$6.00.

● **Lace Veil.** Pure white flowers. Habit similar to Setting Sun. Tr. pkt., 85c; ¼ oz., \$2.00; ½ oz., \$3.50.

Salmonet. Nicely fringed flowers of luminous, clear salmon are liberally borne on plants sufficiently dwarf for pot plants, yet vigorous enough for bedding. Extra early blooming. ½ tr. pkt., 85c; tr. pkt., \$1.50; ¼ oz., \$3.50; ½ oz., \$6.00.

Setting Sun. Fringed deep rose; rather uneven growth. We greatly prefer Bolero for its superior habit and uniformity. Tr. pkt., 85c; ¼ oz., \$2.00; ½ oz., \$3.50.

Coronet. (New.) Medium sized, ruffled, bright cerise-rose flowers are bunched closely together atop small, compact, rounded plants. Makes an excellent plant for combinations or small pot sales. Not recommended for bedding where summers are hot. Tr. pkt., 75c; ¼ oz., \$1.75; ½ oz., \$3.00.

● **Little Giants Mixed.** Small, ruffled California Giant type flowers are freely produced on low growing, uniform plants. Ideal for pots and combination work as well as bedding. Colors range from amaranth-red through rose and pink to white. Tr. pkt., 75c; ¼ oz., \$1.50; ½ oz., \$2.75; ¼ oz., \$5.00.

Little Giants, Pink Shades. Same habit as Little Giants Mixed but in various shades of pink. Tr. pkt., \$1.00; ¼ oz., \$1.75; ½ oz., \$3.00; ¼ oz., \$5.50.

Martha Washington. Ruffled lavender-pink flowers; veined throat. Tr. pkt., 75c; ½ oz., \$1.50; ¼ oz., \$2.75.

● **Carmencita.** Makes a nice pot plant. Medium size. Well-fringed, bright salmon-red flowers on dwarf, compact plants. ½ tr. pkt., 85c; tr. pkt., \$1.50; ¼ oz., \$3.50; ½ oz., \$6.00.

● **Rosita.** Large, heavily ruffled and fringed flowers of bright rose-pink with netted throats are carried erectly on compact plants. An outstanding pot plant Petunia. ½ tr. pkt., 85c; tr. pkt., \$1.50; ¼ oz., \$3.50; ½ oz., \$6.00.

● **Dwarf Erfurt Mixture.** A formula mixture of Dwarf fringed varieties. Tr. pkt., 75c; ¼ oz., \$1.75; ½ oz., \$3.00.

TALL HYBRIDAS

Taller and stronger growers than the Dwarf class. Well suited for bedding, especially where heat and drought prevail.

General Dodds. Deep amaranth-red. Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.25.

Howard's Star Imp. Medium tall, velvety crimson with large white star in each flower. Our strain comes quite true to the starred type. Tr. pkt., 75c; ¼ oz., \$1.50; 1 oz., \$5.50.

Topaz Rose. Brilliant deep rose; about same color as Topaz Queen. Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.50.

Exquisite Mixture. Formula mixture; fine large-flowered varieties predominating. Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.75.

THE BALCONIES

The growth of Balconies is strong and tends to lengthen, making them suitable for window boxes, combinations or bedding.

Black Prince. Deep velvety crimson-red. Tr. pkt., 40c; ¼ oz., 65c; ½ oz., \$1.15; ¼ oz., \$2.00; 1 oz., \$6.75.

Blue. A medium violet-blue. Tr. pkt., 35c; ½ oz., 90c; ¼ oz., \$1.65; 1 oz., \$5.00.

White **Crimson** **Royal Rose** **Mixture**
Prices above 4, each: tr. pkt., 40c; ½ oz., 80c; ¼ oz., \$1.50; 1 oz., \$4.75.

DIENER'S VARIETIES

We supply originator's packets only on the following:

No. 8 Ruffled Monsters Mixed. Tr. pkt., 75c; ¼ oz., \$3.00.

No. 11 Blue. Violet-blue. Tr. pkt., 40c; ¼ oz., \$2.00.

No. 47 Jumbo Mixture. A mixture of Giants. Tr. pkt., \$1.50.



LITTLE GIANTS

Dwarf Hybridas

FOR BEDDING

285,000 S. Each year on the basis of reports from customers, as well as from our own flowering trial reports, we revise our recommended list of 10 best varieties. It should be noted that this list does not include five of the finest bedding types listed on page 5—we have placed these varieties in a “class by themselves.”

BALL “10 BEST” (Inbred)

- **Admiral.** Our finest blue Petunia. Large, attractively ruffled flowers; clear blue. Ideal for either pots or bedding. Tr. pkt., 80c; 1/64 oz., \$1.65; 1/32 oz., \$2.90; 1/16 oz., \$5.25; 1/8 oz., \$9.50.
- **Celestial Rose Improved.** Deeper rose coloring and slightly larger flowers than the original stock. Unexcelled for pot plant work or bedding. Our strain has been unsurpassed in the florist trade for over a decade. Tr. pkt., 60c; 1/8 oz., \$1.15; 1/4 oz., \$2.00; 1 oz., \$6.50.
- **Cheerful.** Medium large, star-shaped flowers of clear salmon are freely produced on uniform, fairly dwarf plants. Tr. pkt., 75c; 1/16 oz., \$2.00; 1/8 oz., \$3.75; 1/4 oz., \$6.00.
- **Elk's Star.** Deep velvety crimson with white star. Quite true to type and strikingly attractive for bedding, pots, or combinations. Tr. pkt., 50c; 1/16 oz., \$1.25; 1/8 oz., \$2.20; 1/4 oz., \$4.00.
- **Fire Chief.** AMERICA SELECTION Newly opened flowers are a true scarlet-red, turning to deep salmon-rose with age. Tr. pkt., 50c; 1/16 oz., \$1.65; 1/8 oz., \$2.90; 1/4 oz., \$5.00.
- **Glow.** Bright rose-red flowers are produced in abundance on dense-growing, vigorous plants of uniform habit. Makes a brilliant display for mass plantings. Tr. pkt., 50c; 1/16 oz., \$1.25; 1/8 oz., \$2.00; 1/4 oz., \$3.75; 1 oz., \$13.50.
- **Heavenly Blue.** An old favorite, and rightly so. Still the best silvery blue in this class. This medium to light blue shade combines beautifully with other bedding subjects. Tr. pkt., 50c; 1/8 oz., \$1.00; 1/4 oz., \$1.75; 1 oz., \$6.00.



SNOWBALL IMP.

- **Snowball Imp.** Pure white. Compact and uniform, yet vigorous. Tr. pkt., 50c; 1/4 oz., \$1.80; 1 oz., \$5.40.
 - **Topaz Queen.** A remarkable color combination of glowing carmine-rose with distinct orange-scarlet overtone. Medium large flowered and striking for both bedding and pots. Tr. pkt., 50c; 1/8 oz., \$1.00; 1/4 oz., \$1.75; 1 oz., \$6.00.
 - **Velvet Ball.** Dark red; almost identical to King Henry in color but more spreading in growth and better adapted for bedding use. Tr. pkt., 75c; 1/32 oz., \$1.50; 1/16 oz., \$2.75; 1/8 oz., \$5.25; 1/4 oz., \$10.00.
 - **Best Formula Mixture.** We mix this ourselves, blending the best contrasting colors. Fine for spring flat sales. Tr. pkt., 50c; 1/16 oz., \$1.00; 1/8 oz., \$1.85; 1/4 oz., \$3.50; 1 oz., \$10.00.
- COLLECTION.** For growers who are interested in trying all the 10 Best Varieties listed on this page separately rather than in a mixture, we offer a tr. pkt. of each for \$5.30. This represents a saving of 60c over the regular catalog price.

OTHER DWARF HYBRIDAS

- Alderman.** Fairly uniform growth with medium small, lavender-blue flowers. Tr. pkt., 40c; 1/4 oz., \$1.35; 1 oz., \$4.25.
- Blue Bird.** Similar to Alderman; growth a bit more vigorous. Tr. pkt., 40c; 1/4 oz., \$1.35; 1 oz., \$4.25.
- Blue Bedder.** Vigorous growth, large flowers, less lavender shading and more blue than above two. Tr. pkt., 40c; 1/4 oz., \$1.35; 1 oz., \$4.25.
- Bright Eyes.** Uniformly dwarf and even in growth. Fairly small rose-pink flowers with white throats. Tr. pkt., 50c; 1/8 oz., \$1.25; 1/4 oz., \$2.25; 1 oz., \$6.50.
- Cockatoo.** Irregularly marked purple and white. New improved greenhouse-grown strain. Tr. pkt., 75c; 1/32 oz., \$1.50; 1/16 oz., \$2.75; 1/8 oz., \$5.75.
- Cream Star.** Star shaped, creamy white. Tr. pkt., 50c; 1/8 oz., \$1.25; 1/4 oz., \$2.25.
- English Violet.** A pleasing shade of rosy violet-mauve. Tr. pkt., 75c; 1/8 oz., \$1.50; 1/4 oz., \$2.75; 1 oz., \$8.00.
- **Fair Lady.** A fine, large flowered silvery pink; lighter and softer in tone than Celestial Rose Imp. Ideal for pot plants. Tr. pkt., 60c; 1/16 oz., \$1.40; 1/8 oz., \$2.50; 1/4 oz., \$4.25; 1 oz., \$16.00.
- Igloo.** White. Extra dwarf, well shaped plant. Tr. pkt., 60c; 1/8 oz., \$1.15; 1/4 oz., \$2.00; 1 oz., \$6.50.
- **King Henry.** Deep velvety crimson or mahogany-red. Compact growth makes this a choice pot plant variety. Tr. pkt., 75c; 1/32 oz., \$1.50; 1/16 oz., \$2.75; 1/8 oz., \$5.25; 1/4 oz., \$10.00.
- **Lipstick.** (New.) Bright cerise-rose flowers faintly shaded salmon, with white throat, are carried on fairly dwarf plants of uniform size. A very showy, brilliant color. Tr. pkt., 50c; 1/16 oz., \$1.65; 1/8 oz., \$2.90; 1/4 oz., \$5.00.
- Norma.** Lavender with white star; dwarf and compact. Tr. pkt., 40c; 1/8 oz., \$1.40; 1/4 oz., \$2.50.
- Peach Red.** Free flowering, rich salmon-rose. Tr. pkt., 50c; 1/16 oz., \$1.00; 1/8 oz., \$1.80; 1/4 oz., \$3.25.
- Rose of Heaven.** Well known rose-pink for bedding. Tr. pkt., 40c; 1/4 oz., \$1.15; 1 oz., \$3.40.
- Rosy Morn.** Popular rose-pink with large white throat. Tr. pkt., 50c; 1/4 oz., \$1.50; 1 oz., \$5.25.
- Salmon Supreme.** Clear salmon-pink flowers make an attractive display. Tr. pkt., 50c; 1/32 oz., \$1.50; 1/16 oz., \$2.75.
- Snow Queen.** Pure white. Free flowering habit. Tr. pkt., 50c; 1/8 oz., \$1.00; 1/4 oz., \$1.75; 1 oz., \$6.00.
- **Twinkles.** Very showy, rose-pink with white star. Uniform growth and markings. Tr. pkt., 50c; 1/4 oz., \$1.75; 1 oz., \$6.00.
- White Perfection.** An excellent, compact, pure white. Tr. pkt., 50c; 1/4 oz., \$1.50; 1 oz., \$4.50.
- Viola.** Deep purple. Tr. pkt., 40c; 1/4 oz., \$1.40.
- Violet Blue. GEM TYPE.** Deep violet-purple. Fine for pot plants or combination boxes. Tr. pkt., 40c; 1/8 oz., 80c; 1/4 oz., \$1.45; 1 oz., \$4.75.
- Dwarf Hybrida Formula Mixture.** A formula blend of the above varieties. Tr. pkt., 35c; 1/4 oz., 90c; 1 oz., \$2.75.
- Dwarf Hybrida Starred Mixture.** Nice mixture of starred types. Tr. pkt., 40c; 1/4 oz., \$1.40; 1 oz., \$4.25.

The dot (●) indicates varieties most dependably satisfactory in our experience and observation.

Popular Annuals

For Bedding and Cutting

On this and the following pages thru page 47 we have grouped, in alphabetical order, all our valuable bedding and cut flower annuals except Petunias on foregoing pages. Perennials will be found starting on page 51. In selecting these varieties, we keep constantly in mind the interest of the professional or commercial grower, thereby giving meaning to our slogan—"Flower Seeds for Florists."

To better enable you to judge the amount of seed you'll need for your planting requirements we have indicated the number of seeds per ounce of all important items listed. For example: **ACROCLINIUM**—8500 S means 8500 seeds per oz. These figures must NOT be accepted as indicating the number of plants to be expected. Under favorable germinating conditions most large seeds will germinate 60 to 70 percent.

The dot (●) indicates varieties most dependably satisfactory in our experience and observation.

ABUTILON (Flowering Maple)

Giant Flowered Mixed. 10,000 S. Extra large and early flowering. Ornamental leaves. Tr. pkt., 40c; ¼ oz., \$1.25.

ACHIMINES

(2,000,000 seeds per oz.)

Mixed Colors. Brilliantly colored, trumpet-like flowers in velvety tones of red, violet and white. Makes a nice spring and summer pot plant. Culture like Gloxinias. Tr. pkt., \$1.50.

ACROCLINIUM

Sensation Giants. 8500 S. An extra large semi-double strain of brightly colored strawflowers for spring cutting. Shades of rose, pink and white. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.00.

AGATHAEA

Coelestis (Blue Daisy). 27,000 S. Fairly tall (30-in.) and useful for cutting. Of slow germination. Tr. pkt., 25c; ¼ oz., 50c.

AGERATUM

MEXICANUM. 200,000 S. Most seed-produced strains vary in habit but make satisfactory material for flat sales.

Blue Bedder. Fairly uniform in growth and color with medium sized, freely produced bright blue flowers. 6 to 10 in. Tr. pkt., 40c; ½ oz., 90c; ¼ oz., \$1.60; 1 oz., \$5.00.

● **Blue Cap.** Small, bright orchid-blue flowers freely produced on uniform bushy plants. The most dwarf and uniform blue Ageratum. Tr. pkt., 40c; ¼ oz., \$1.20; 1 oz., \$3.60.

Midget Blue. Small, clear blue flowers are freely carried on dense, small-leaved plants. Fairly even growth. 6 to 10 in. Tr. pkt., 40c; ½ oz., \$1.00; ¼ oz., \$1.75; 1 oz., \$6.00.

Blue Ball Improved. 6 to 10 in. Large flowered strain. Tr. pkt., 35c; ½ oz., 70c; ¼ oz., \$1.30; 1 oz., \$4.25.

Blue Perfection. 10 to 15 in. Large flower heads. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.65.

AGERATUM, Continued

Tall Blue. 24 in. Uniformly large-flowered, tall strain for cutting. Tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.65.

Fairy Pink. 10 to 12 in. Shades of light pink. Tr. pkt., 50c; ½ oz., \$1.00; ¼ oz., \$1.85; 1 oz., \$6.50.

Imperial Dwarf White. 10 to 12 in. Medium dwarf, fairly clear white. Tr. pkt., 50c; ¼ oz., \$1.25; 1 oz., \$4.00.

Golden Ageratum (Lonas inodora). Freely produces large clusters of Ageratum-like golden yellow flowers on medium tall (12 in.) plants. Very colorful for bedding or borders. Tr. pkt., 40c; ½ oz., 80c; ¼ oz., \$1.50; 1 oz., \$2.75.

ALOE

Variegata (Tiger Aloe). 2-in. pot plants of this attractive green and yellow tigated succulent can be produced in less than a year. A valuable item for florists. 100 seeds, \$1.65; 500 seeds, \$7.00; 1000 seeds, \$12.00.

Ferox (African Wart Aloe). A fast growing succulent that will produce small salable plants in 6 to 8 months from sowing. Much faster growing than Aloe Variegata. 100 seeds, 55c; 250 seeds, \$1.10; 500 seeds, \$1.90; 1000 seeds, \$3.25.

Flower Seed Mixture

CRAZY QUILT

Half Tall Annuals Mixed

A formula mixture of half tall annuals. Over 50 different varieties, blended for continuous blooming thruout the summer.

1 oz., 30c; 4 ozs., 95c;

1 lb., \$2.80.

LITHOGRAPHED RETAIL or PREMIUM PACKETS including a liberal amount of seed. 1000 packets printed with your name for \$38.00. (No discount or return. No orders for less than 1000).



ALYSSUM
● **ROYAL CARPET**

ALL-AMERICA SELECTION

This fine new Alyssum has an extremely dwarf carpet-like habit—it is well named. Tr. pkt., **45c**; ¼ oz., **\$1.50**; 1 oz., **\$4.50**.

ALYSSUM

95,000 S. All are delightfully fragrant and do well even in poor soils. Valuable for combinations or bedding.

● **Royal Carpet.** ALL-AMERICA SELECTION Violet - purple flowers are freely produced on plants about four inches high and ten inches across. Makes a nice border plant where summer temperatures are not extreme. Tr. pkt., **45c**; ¼ oz., **\$1.50**; 1 oz., **\$4.50**.

● **Carpet of Snow.** (Snowcloth). Produces a very dense, flat mass of white flowers, 3 to 4 in. high by 8 to 10 in. across. Tr. pkt., **20c**; ¼ oz., **30c**; 1 oz., **90c**; 4 ozs., **\$2.75**.

Little Gem. 5 in. Dense rounded heads of white flowers; does not spread. Tr. pkt., **20c**; ¼ oz., **35c**; 1 oz., **\$1.00**; 4 ozs., **\$3.00**.

Snowdrift. Maritimum Tetraploid. Huge, snowy white blooms on uniform, 12-inch plants. Fine for cutting. Tr. pkt., **30c**; ¼ oz., **90c**; 1 oz., **\$2.70**.

Violet Queen. 5 in. Fragrant, bright violet flowers are borne on dwarf compact plants. Tr. pkt., **25c**; ¼ oz., **50c**; 1 oz., **\$1.25**; 4 ozs., **\$4.25**.

Perennial Alyssum. See page 51.

ANCHUSA

Blue Bird (Capensis). 1100 S. Attractive deep forget-me-not-blue flowers. 18 to 24 in. Tr. pkt., **30c**; ¼ oz., **60c**; 1 oz., **\$1.80**.

Perennial Anchusa. See page 51.

AMARANTHUS

28,000 S.

Molten Fire. 4 ft. Attractively variegated deep red foliage. Plants do best when not transplanted and prefer dry open locations. Tr. pkt., **20c**; ¼ oz., **35c**; 1 oz., **\$1.10**.

Tricolor Splendens. 3 ft. Beautiful foliage. Green, red and yellow. Handle like Coleus. Tr. pkt., **25c**; ¼ oz., **40c**; 1 oz., **\$1.20**.

Crimson Pygmy. 8 in. For combinations. Tr. pkt., **25c**; ¼ oz., **40c**; 1 oz., **\$1.20**.

ARCTOTIS

Breviscapa Aurantiaca. 7700 S. 6 in. Single daisy-like orange flowers with dark centers. Tr. pkt., **75c**; ¼ oz., **\$2.00**; 1 oz., **\$6.00**.

Grandis. 25,000 S. Single silvery white flowers with dark blue center. Tr. pkt., **30c**; ¼ oz., **70c**; 1 oz., **\$2.10**.

Large Flowered Hybrids. 3700 S. 2½ in. Gerbera-like flowers in many beautiful colors. Tr. pkt., **50c**; ¼ oz., **\$1.50**; 1 oz., **\$4.50**.

ASPARAGUS

750 S. We offer seed from a California specialist which germinates around 65 to 75% in a soil temperature of 70°.

Plumosus

Sprengeri

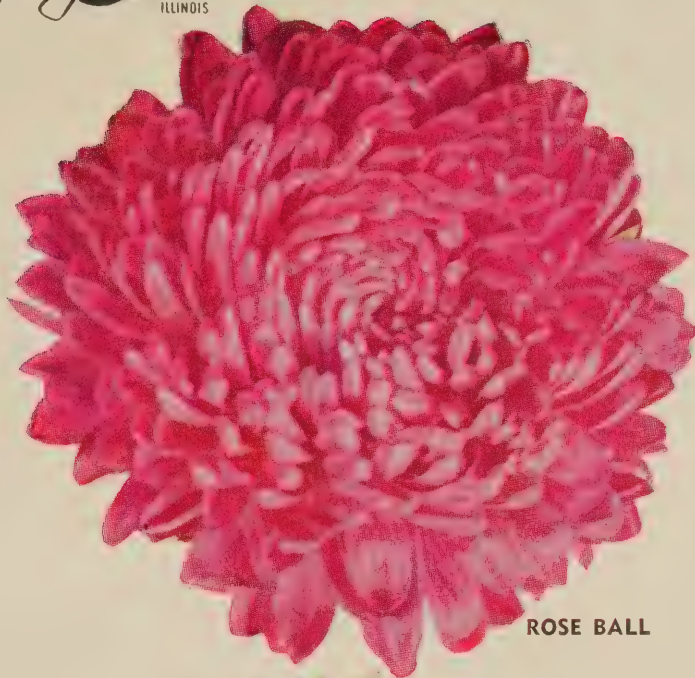
Prices above 2, each: 100 seeds, **30c**; 250 seeds, **70c**; 1000 seeds, **\$2.50**; 5000 seeds, **\$10.00**.

Perennial Asparagus. See page 52.

Perennial Asters. See page 52.

Baby's Breath. See Gypsophila, page 24, and Euphorbia Corollata, page 56.

Bachelor Button. See Centaurea Cyanus, page 18.



ROSE BALL



PINK BALL



WHITE BALL

AZURE BALL



Ball Asters

(WILT RESISTANT)

(12,000 seeds per oz.)

If you're tired of "run-of-the-mill" Asters—the half-single kinds with large, open centers—why not give these new, fully double Ball Strains a trial? We sell them by the pound to Florida growers who say they can't afford the cheaper seed. When you stop to consider that 2 dozen more salable flowers out of a trade packet will pay for the extra seed cost, it seems a real waste of labor to grow the ordinary sorts.

Our constant breeding and research which have made these Asters possible are a part of Ball Service—a service which we are continually striving to improve in every way possible.

NOTE: Because of their extreme doubleness these Asters are shy seeders and are sometimes in short supply. Early ordering will help insure your requirements.

- **Azure Ball** (New). Of the same fully double, long stemmed type as our other Ball Asters, but with slightly smaller flowers (3 to 3½ in.) of clear light blue. Blooms Aug. 20.
- **White Ball**. Exceptional doubleness and fine, stiff stems are the outstanding points about this excellent pure white Aster. Quite wilt-resistant. Blooms about August 25.
- **Pink Ball**. Large (3½ to 4 in.), fully double flowers of soft shell-pink carried on long stems. Quite wilt-resistant and rarely shows any center under our conditions. Blooms Aug. 20. Excellent flowered under lights in early spring. This fine strain throws few laterals, so needs very little disbudding.
- **Rose Ball**. (New.) Rich, deep rose with fully double 3½ to 4-inch, incurved flowers which resemble a medium sized Chrysanthemum. Blooms Aug. 25.

Prices above 4, each: tr. pkt., \$1.75; ¼ oz., \$3.20; 1 oz., \$9.60.

Other Wilt-Resistant Asters

BALL "10 BEST"

- **White Ball.** (Opposite page.)
- **Pink Ball.** (Opposite page.)
- **Rose Ball.** (Opposite page.)
- **Azure Ball.** (Opposite page.)

Prices above 4, each: tr. pkt., \$1.75; ¼ oz., \$3.20; 1 oz., \$9.60.

- **Early Beauty White**
- **Early Beauty Azure Fairy**
- **Early Beauty Silvery Rose**

Prices above 3, each: tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$3.00; 4 ozs., \$10.00.

- **Ball White Early** (Royal).
- **Ball Deep Purple** (Royal)
- **Royal Shell Pink**
- **10 Best Mixture**

Prices above 4, each: tr. pk., 35c; ¼ oz., 65c; 1 oz., \$2.00; 4 ozs., \$7.00.

COLLECTION. One tr. pkt. each of these "10 Best" Asters for \$8.25. (Save \$1.00.)

QUEEN OF THE MARKET

Popular early August-flowering class; rather short-stemmed. Partly resistant.

- **Azure-Blue.** A clear, light lavender-blue.
 - **White.** The earliest worth-while cut flower white.
 - **Ballet Queen.** Deep salmon-rose; very resistant.
 - **Dark Blue.** Fairly deep shade of purple.
 - **Deep Rose.** Of the popular Ball Deep Rose color.
 - **Flesh-Pink.** Shell-pink; deepening as it matures.
 - **Crimson.** Plant moderately of this heavy color.
- Prices above 7, each: tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.00; 4 ozs., \$7.00.
- Queen of the Market Mixture.** Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.90; 4 ozs., \$6.50.

THE ROYALS

Bloom just ahead of the American Branching class.

- **Ball White Early.** A fine resistant white.
 - **Ball Deep Rose.** Long stemmed, bright deep rose. Very popular.
 - **Ball Deep Purple.** A rich, deep color; long stems.
 - **Azure-Blue.** A fine commercial cut-flower variety.
 - **Shell-Pink.** A clear shade of pastel pink.
 - **Deep Rose.** Slightly taller than other Royals.
 - **Purple.** Bright purple; prefer Ball Deep Purple.
 - **White.** A good white.
- Prices above 8, each: tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.00; 4 ozs., \$7.00.
- Royal Mixture.** Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.90; 4 ozs., \$6.50.

PRINCESS ASTERS

These types have crested or cushioned Anemone centers, forming fairly hard, medium sized flowers. Late August.

- **Anne.** Light peach-blossom-pink.
 - **Barbara.** Very attractive orchid-lavender.
 - **Bonnie.** Silvery salmon-rose.
 - **Elizabeth.** Fine pure white.
 - **Golden Sheaf.** Discontinued, see Goldilocks.
 - **Goldilocks.** (New.) Yellow.
 - **Linda.** Pure, clear rose.
 - **Margaret.** Long stemmed, deep rose.
 - **Marsha.** Deep reddish crimson.
 - **Susan.** Pleasing deep blue.
 - **Virginia.** (New.) Mid-blue.
 - **Princess Mixture.** Formula blend of the above varieties.
- Prices above 12, each: tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$3.00; 4 ozs., \$10.00.

AMERICAN BRANCHING

The standard midseason class, flowering with us around late August. Long-stemmed and fine.

- **Heart of France.** Distinctive scarlet-crimson color. Tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$3.00; 4 ozs., \$10.00.
 - **Azure-Blue.** An excellent, clear light blue.
 - **Ball Phlox-Pink.** Light rose, deepening as flowers mature.
 - **Ball White Late.** Probably the best midseason white Aster.
 - **Deep Rose.** Long stems and fine large flowers.
 - **Peach Blossom.** Lavender-pink, paler near center.
 - **Purple.** Rich violet-purple. Long stemmed.
 - **Rosalie.** Fine, completely double flowers of deep rich rose.
 - **Simple Pink.** Standard shell-pink variety.
 - **White.** Excellent cut-flower white; true branching type.
 - **Sensation.** Red. A favorite in the South.
- Prices above 10, each: tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.00; 4 ozs., \$7.00.
- American Branching Mixture.** Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.90; 4 ozs., \$6.50.

EARLY BEAUTIES

A very fine, long-stemmed class that always flowers in time to escape the average first frosts of the middle states.

- **Early Beauty Silvery Rose.** Fine, large flowered light rose.
 - **Azure Fairy.** Long stemmed and large flowered azure-blue.
 - **Crimson.** Color similar to Heart of France.
 - **Deep Rose.** A fine deep rose.
 - **Purple.** Long stemmed deep purple.
 - **Shell-Pink** (September Beauty). Delicate light pink.
 - **White.** Long stemmed and very choice.
- Prices above 7, each: tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$3.00; 4 ozs., \$10.00.
- Early Beauty Mixture.** Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.90; 4 ozs., \$6.50.

SHAGGY TYPES

This includes the Early California Giants and the Cregos. Both have interlaced petals producing a fluffy effect.

- **Early Giant Light Blue.** Extra large and early-blooming with full petaled, shaggy flowers of clear, light blue. Aug. 20-25.
 - **Early Giant Rose Marie.** An excellent large flowered, bright deep rose. One of the most valuable varieties in this Early Giant class. Aug. 20-25.
 - **Early Giant Peach Blossom.** Same as Early Giant Light Blue, but a pleasing light pink. Aug. 20-25.
 - **Early Giant White.** A typical Early Giant with fluffy, pure white flowers.
 - **California Giant Dark Purple.** Highly resistant, rich purple. Sept. 25-Oct. 1.
- Prices above 5, each: tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$3.00; 4 ozs., \$10.00.
- Early Giants Mixed.** Tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$3.00; 4 ozs., \$10.00.
- **Crego Azure-Blue.** Fine light blue. Sept. 10 to 15.
 - **Crego Blue Flame.** Resistant, deep bright blue. Sept. 5 to 10.
 - **Crego Deep Rose.** Fine large flowered variety. Sept. 10 to 15.
 - **Crego Orchid.** Attractive orchid-lavender. Sept. 5 to 10.
 - **Crego Peach Blossom.** Light rose-pink. Sept. 10 to 15.
 - **Crego Purple.** A rich, bright color. Sept. 5 to 10.
 - **Crego Shell-Pink.** Light clear pink. Sept. 10 to 15.
 - **Crego White.** Excellent pure white. Sept. 5 to 10.
- Prices above 8, each: tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.00; 4 ozs., \$7.00.
- Crego Mixture.** Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.90; 4 ozs., \$6.50.

ASTERS CONTINUED NEXT PAGE →

Wilt-Resistant Asters—Continued

NEW BOUQUET TYPE

A new class of Aster developed for the cut flower market. 24-inch plant carries 3-3½ inch, fully double flowers at the top, to be cut as one bunch.

Caution: our cloth house flowering trial indicated a tendency toward soft stems in this strain.

White **Coppery Rose** **Crimson**
Scarlet (New) **Rose-Pink (New)**

Powderpuffs (New). Mixed colors.

Prices above 6, each: tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.

SINGLE ASTERS

Violet **Joffre (red)** **Light Blue** **White** **Deep Rose**

Prices above 5, each: tr. pkt., 30c; ¼ oz., 45c; 1 oz., \$1.50; 4 ozs., \$5.00.

Single Base-Branching Mixture. Upright, base-branching plants. Tr. pkt., 30c; ¼ oz., 45c; 1 oz., \$1.50; 4 ozs., \$5.00.

Single Rainbow Mixture. (Special Florists' Strain). An attractive mixture of medium sized, single blooms. Tr. pkt., 30c; ¼ oz., 45c; 1 oz., \$1.50; 4 ozs., \$5.00.

Non-Resistant Asters

KIRKWELL

Similar to the Remo varieties except that blooms are somewhat more double. Plants are 12-14 inches tall and admirably suited for summer pot plants—flowering around mid-August.

Light Pink **Crimson**
Salmon-Pink **Dark Blue**
Deep Rose **Mixture**

Prices above 6 varieties, each: tr. pkt., 75c; ¼ oz., \$2.00; 1 oz., \$6.00.

REMO

Two-inch flowers with yellow centers are freely produced on upright, branching plants 12-16 inches tall. Cut entire plant.

White **Light Blue** **Dark Blue**
Light Rose **Deep Rose** **Dark Red** **Mixture**

Prices above 7, each: tr. pkt., 45c; ¼ oz., \$1.25; 1 oz., \$3.75.

IMBRICATED POMPONS

(17,000 seeds per oz.)

Small, rounded flowers produced on upright growing, compact plants about 15 inches tall. Excellent for pot plants.

Violet **Light Blue with white center** **Scarlet**
Rose **Carmine** **White**

Prices above 6, each: tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$2.80.

Mixture of all colors. Tr. pkt., 30c; ¼ oz., 70c; 1 oz., \$2.10.

FOR SHADE

Following subjects enjoy more or less shade. Recommendations of these plants to those of your customers who have a "shade problem" might result in some increased business in these items.

Alyssum	Coleus	Exacum
Gloxinias	Impatiens	Lobelia
Pansies	Salvia	Torenia
Fibrous Begonias	Tuberous Begonias	

MISCELLANEOUS RESISTANT MIXTURES

All-Double Varieties Mixed. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.90; 4 ozs., \$6.50.

KING or NEEDLE TYPE

Attractively quilled petals give these flowers an outstanding appearance. Early September flowering.

Lavender. Popular commercial color.

Rose. A fine, deep, rose-pink.

Salmon. (New.) A new shade in the King-type Aster.

Violet. A rich and striking color.

White. A well selected strain.

Shell-Pink. A new color in this class.

King Mixture.

Prices above 7, each: tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$2.70; 4 ozs., \$7.00.

NON-RESISTANT MIXTURES

Giant California Sunshine Mixed. Attractive mixture in this large flowered Anemone type. Has small center cushion with long ray petals. Tr. pkt., 40c; ¼ oz., 80c; 1 oz., \$2.50.

Peony-Flowered Mixed. Tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.00.

Super Giant Los Angeles. Extra large, soft shell-pink. Tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$3.00.

• **Burpeeana.** (New.) Extra early bedding type mixture which flowered in our trials in late July. Large, fluffy, Crego-type flowers on 18-inch stems. Base branching. Originator's seed. Tr. pkt., \$1.50; ¼ oz., \$3.90; 1 oz., \$11.75.

California Super Giant Mixed. Choice blend of large, fully double "shaggy-petalled" flowers. Long stemmed. Late Sept. Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.25.

NOTES ON ASTER CULTURE

"Resistance" to Aster Wilt does not mean complete "immunity!" While it is entirely true that these so-called "resistant" Asters have been bred to a high degree of resistance to the Wilt organisms existing in the originator's soil, there is considerable evidence to indicate similar but none-the-less different forms of Wilt may exist in other soils. The degree of resistance offered by these strains is therefore variable; however, there is no doubt that they are far more satisfactory than non-resistant strains. Our past experience indicates that changing the location of the Aster planting regularly (or steam sterilizing) is a worth-while safety precaution. We sow them 6 weeks before planting out date. Three weeks after sowing, the seedlings go into 2½-inch plant bands; three weeks later we plant them without removing bands, which helps minimize transplanting losses. We space them a

foot apart each way in beds so that conventional wire and string may be used for supports. We find cloth house protection a necessity if good quality is wanted.

Spring Greenhouse Asters (Under Glass)

Asters can be flowered in spring or early summer through use of lights. Spider control is assured with Parathion bombs. Wilt losses may be almost eliminated with steaming. We flowered a fine crop early July from a February 4 sowing. They were transplanted to 2½-inch bands February 25, benched 12 x 12 in. on May 2, lighted from sowing till benching. 60-watt bulbs were used 5 ft. apart. A December sowing lighted from sowing date will bloom in May. Run them 50-55° nights.

For complete cultural notes, see our **Ball Red Book, \$1.50.**

Ball Begonias

FIBROUS ROOTED

(30,000 seeds per 1/32 oz.)

If our seed and plant sales are an accurate indicator, Begonias are rapidly increasing in popularity as versatile all-around potted plants. They are equally "at home" in 5-inch pots, as less expensive plants in 3- or 4-inch pots, and in combinations of all sorts. Here is one plant which will do well in the low-light, high temperature conditions of modern homes.

The extreme fineness of Begonia seed and the difficulties involved in getting the better varieties to seed freely are two reasons for our handling this seed production in our own greenhouse at West Chicago. This seed is bred, grown, selected, harvested and cleaned under the watchful eyes of men who have had years of experience handling fine seed.

Culture: Use neutral (non-acid) peat for germination; no covering over the seed (except paper till they sprout). Keep surface of flat moist. Use half peat, half soil for potting. They must have 60° to keep them moving—and shade in summer. Sow in January for flowering 2 1/4's, shifting to 4's for May sales.



Fibrous-Rooted Begonias, by the nature of their growth, divide themselves readily into the three types pictured here; dwarf, intermediate and tall.

EXTRA DWARF

- **Ball Dwarf Carmen.** Extra compact habit with rich bronze leaves and light pink flowers. Tr. pkt., \$1.50; 1/64 oz., \$3.50.
- **Saga.** Extra dwarf and dense growth. Small, bright red flowers. Tr. pkt., \$1.50; 1/64 oz., \$4.00; 1/32 oz., \$7.50.

DWARF CLASS

- **Adeline.** Extra free flowering bright pink; dwarf and compact. Tr. pkt., \$1.50; 1/64 oz., \$3.25; 1/32 oz., \$6.00.
- **Ball Deep Rose.** In winter the color is a deep rosy red which gradually fades to a luminous pink with the coming of warmer weather. Tr. pkt., \$1.50; 1/64 oz., \$3.25; 1/32 oz., \$6.00.
- **Ball Red.** Medium large flowers of bright true scarlet are freely produced on fairly dwarf, uniform plants. Tr. pkt., \$1.50; 1/64 oz., \$3.25; 1/32 oz., \$6.00.
- **Ball White.** Rather small flowers but very freely produced. Tr. pkt., \$1.50; 1/64 oz., \$3.00; 1/32 oz., \$5.50.
- **Luminosa Compacta.** Dwarf, free flowering scarlet-red. Tr. pkt., \$1.50; 1/64 oz., \$3.00; 1/32 oz., \$5.50.
- **Snowbank.** Large, glistening white flowers are carried on dense growing, even plants. The best white. Tr. pkt., \$1.25; 1/64 oz., \$2.75; 1/32 oz., \$5.00.
- **Dwarf Varieties Mixed.** Our own formula mixture of dwarf varieties. Tr. pkt., \$1.00; 1/64 oz., \$2.50; 1/32 oz., \$4.50.

INTERMEDIATE CLASS

- **Sparkler.** The outstanding feature of this new Begonia is its unusual color—large flowers of brilliant orange-salmon with each petal base a contrasting creamy white. Sparkler was developed in our own greenhouses and is the only true salmon Begonia we have ever seen. Tr. pkt., \$1.50.

- **Carmen.** The original bronze-leaved Begonia; bright rose-pink flowers. Tr. pkt., \$1.25; 1/64 oz., \$2.75; 1/32 oz., \$5.00.
- **Fire Sea (Blaze of Fire).** Large, fiery red with green foliage. Tr. pkt., \$1.25; 1/64 oz., \$2.50; 1/32 oz., \$4.50.

- **Indian Maid.** Foliage a deep lustrous bronze with scarlet flowers. Tr. pkt., \$1.25; 1/64 oz., \$2.75; 1/32 oz., \$5.00.
- **King of the Reds.** Free flowering carmine-red; vigorous growth. Tr. pkt., \$1.25; 1/64 oz., \$2.50; 1/32 oz., \$4.75.
- **Luminosa.** Very attractive and popular scarlet-red. Tr. pkt., \$1.25; 1/64 oz., \$3.00; 1/32 oz., \$5.50.
- **Prima Donna.** Medium rose-pink. Prefer Scandinavia Pink. Tr. pkt., \$1.25; 1/64 oz., \$2.00; 1/32 oz., \$3.50.
- **Salmon Queen.** Salmon shaded rose with dark foliage. Tr. pkt., \$1.25; 1/64 oz., \$2.50; 1/32 oz., \$4.50.
- **Scandinavia Pink.** Very free flowering bright rose-pink. Fine bushy habit. Tr. pkt., \$1.25; 1/64 oz., \$2.75; 1/32 oz., \$5.00.
- **Scandinavia Red.** Identical to the above except for its bright red flowers. Tr. pkt., \$1.25; 1/64 oz., \$2.75; 1/32 oz., \$5.00.
- **Scandinavia White.** A white Scandinavia selection. Tr. pkt., \$1.25; 1/64 oz., \$2.75; 1/32 oz., \$5.00.
- **White Pearl.** Medium sized white flowers with green leaves, tinged pink; reddish stems. Tr. pkt., \$1.25; 1/64 oz., \$2.50.
- **Intermediate Varieties Mixed.** Made up of the above separate colors. Tr. pkt., \$1.25; 1/64 oz., \$2.25; 1/32 oz., \$3.75.

TALL CLASS

- **Christmas Cheer.** Large flowered, deep rose. Tr. pkt., \$1.00; 1/64 oz., \$2.00; 1/32 oz., \$3.75.
- **Masterpiece.** Extra large flowered, light pink. Tr. pkt., \$1.25; 1/64 oz., \$2.25; 1/32 oz., \$4.00.
- **Pink Radio.** Extra large flowered, rich rose. Tr. pkt., \$1.25; 1/64 oz., \$2.25; 1/32 oz., \$4.00.
- **Silver Wings.** Extra large, pure white flowers. Tr. pkt., \$1.00; 1/64 oz., \$2.00; 1/32 oz., \$3.75.
- **Tall Varieties Mixed.** A formula mixture of the above strong growing sorts. Tr. pkt., \$1.00; 1/64 oz., \$1.50; 1/32 oz., \$2.50.

F₁ HYBRID (HETEROSIS) STRAINS

Seed of these varieties is produced by the same method as Hybrid Snaps and Petunias. For absolute uniformity they're unexcelled. Why not grow some this year?

- **Gruga.** **HYBRID** Dwarf; large flowers of Adeline-pink. Habit similar to Ball Red. Tr. pkts. only, \$1.50.
- **Pink Tausendschon.** **HYBRID** Dwarf. Bright pink; closely resembles Adeline and Pink Pearl in habit. Originator's seed. Tr. pkt., \$1.50.
- **Pink Pearl.** **HYBRID** Resembles Adeline in flower size, rich pink color and uniformly dwarf, compact growth. Originator's Tr. pkt., \$1.50.
- **Red Pearl.** **HYBRID** Dwarf. Identical to Pink Pearl except for its Luminosa-red color. Originator's imported Hybrid seed. Tr. pkts. only, \$1.50.
- **Red Tausendschon.** **HYBRID** Same as Pink Tausendschon except for color. Originator's seed. Tr. pkt., \$1.50.

OTHER BEGONIAS

TUBEROUS ROOTED SEPARATE COLORS

We offer seeds of the following separate colors of the fully double Camellia type Tuberous Rooted Begonia:

Red	Orange	Salmon	Yellow
Scarlet	Rose	Copper	White

Prices above 8 separate colors, each: ½ tr. pkt., \$1.75; tr. pkt., \$3.00.

● **Tuberous Rooted Double Mixed.** Camellia flowered. This is the strain which appears in photo at right. Our flowering trials have consistently produced compact plants. Gorgeous colors; 90% good doubles. ½ tr. pkt., \$1.75; tr. pkt., \$3.00.

Lloydi Mixed. Pendulous. Double flowers, about 2 inches, in shades of scarlet, rose, salmon and white. Fine for hanging baskets. Tr. pkt., \$3.00.

Rex Hybrids. Mixture of ornamental leaved Rex Begonias; many unusual variations. Tr. pkts. only, \$1.25.

Doty's Calla Queen. A novelty Fibrous Rooted Begonia with attractively variegated green and white foliage which contrasts vividly with its red and pink flowers. Needs pinching. Originator's tr. pkt., \$3.00; ½ tr. pkt., \$1.75.



6 MONTHS FROM SEED! Tuberous Begonias
Sow early January—a minimum of 60° temperature will give a blooming 4-inch by early summer.

BALSAM

DOUBLE BUSH FLOWERING. 3300 S. 15 in. Because flowers are produced above the foliage this class is by far the most attractive. Even in habit.

Scarlet	Rose	White	Mixture
Prices above 4, each: tr. pkt., 40c; ¼ oz., 75c; 1 oz., \$2.25.			

Double Camellia Flowered Mixed. 24 in. Tr. pkt., 15c; ¼ oz., 30c; 1 oz., \$1.00.

● BELLS OF IRELAND

(Molucella Laevis)

7,000 S. This subject has become immensely popular with floral artists the past few years, being used in a wide variety of arrangements. Plants are base-branching with 2-ft. stems closely set with large, bell-like sheaths of translucent green surrounding an inconspicuous, small white flower. May be used in the fresh or dried state and is easily grown in greenhouse benches, in pots or outdoors in summer. Tr. pkt., 50c; ¼ oz., \$1.65; 1 oz., \$5.00.



BROWALLIA

65,000 S.

Viscosa Compacta Sapphire. Compact growth with a profusion of small attractively light-eyed blue flowers. Tr. pkt., 40c; ¼ oz., \$1.10; ½ oz., \$2.00.

Speciosa Major. 1½-in. violet-blue flowers are carried on 10-12-inch plants. The standard variety for pots. Tr. pkt., \$1.00; ¼ oz., \$2.25; ½ oz., \$4.00; 1 oz., \$7.50.

CACTUS

All Sorts Mixed. Choice blend of unusual varieties collected from many sources. Requires a temperature of at least 65° for satisfactory results. 100 seeds, 30c; 1000 seeds, \$2.70.

CALCEOLARIA

20,000 seeds per ½ oz.

● **Extra Early Tigered.** (New.) Solid heads of medium large flowers on dwarf plants; good color range. The outstanding feature of this strain is its earliness. It blooms a full month before other varieties, therefore costs you less to grow. Tr. pkt., \$1.25; ¼ oz., \$2.75; ½ oz., \$5.00; 1 oz., \$9.00.

● **Ball Multiflora Nana Mixture.** Large heads of medium sized flowers in brilliant reds, yellows and intermediate shades. The dwarf plants are wiry in growth with small durable leaves. Tr. pkt., \$1.25; ¼ oz., \$2.75; ½ oz., \$5.00; 1 oz., \$9.00.

Cloth of Gold. Medium large, golden yellow flowers. Very showy. Tr. pkt., \$1.25; ¼ oz., \$2.50; ½ oz., \$4.50.

Duplex Hybrids Mixed. Upper pouch of each flower is almost as large as the lower, giving an attractive duplexed effect. Plants are bushy and fairly dwarf; nice color mixture. Tr. pkt., \$1.25; ¼ oz., \$2.00; ½ oz., \$3.50.

● **Dwarf Tigered or Spotted.** Various spotted shades of red, yellow and rosy bronze. Dwarf and compact; needs no staking. Tr. pkt., \$1.25; ¼ oz., \$2.50; ½ oz., \$4.50.

Grandiflora Dwarf Mixed. Extra large flowers in unusual and striking colors are carried on dwarf plants. Tr. pkt., \$1.25; ¼ oz., \$2.75; ½ oz., \$5.00.

Indian Prince. An orange-scarlet Multiflora Nana selection. Tr. pkt., \$1.25; ¼ oz., \$2.35.

Perennial Hybrids (Rugosa). Large heads of quite small flowers in a brilliant color mixture. Tr. pkt., \$1.25.

Triumph Strain. Medium large flowers; mostly bright reds and yellows. Tr. pkt., \$1.25; ¼ oz., \$2.75; ½ oz., \$5.00.

ANNUALS—Continued



**NEW
RUFFLED WHITE
CANDYTUFT**

CALENDULA

GREENHOUSE VARIETIES. 3000 S.

This long-stemmed class will flower freely during the spring months from a January sowing.

- **Ball Improved Long Orange.** Long stemmed and large flowered.
- **Ball Masterpiece.** Deep glowing orange with dark eye.
- **Ball Lemon Queen.** Lemon-yellow with dark brown eye.
- **Ball Gold.** Deep golden yellow with light eye.
- **Campfire.** Popular deep orange.

Prices above 5, each: tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.00; 4 ozs., \$9.00.

● **Ball Formula Mixture.** Carefully made up of our named varieties with fully half orange.

● **Ball Art Shades Mixture.** Contains many original and unusual shades and interesting bi-colors.

Prices above 2, each: tr. pkt., 40c; ¼ oz., 80c; 1 oz., \$2.40; 4 ozs., \$7.20.

BEDDING VARIETIES

Showy for bedding where summer heat is not excessive.

PACIFIC BEAUTY CALENDULAS

These improved Calendulas are more resistant to summer heat than the ordinary bedding class.

● **Apricot Beauty.** Attractive two-toned rich apricot.

● **Cream Beauty.** Creamy white shading to soft yellow.

● **Lemon Beauty.** A pure lemon-yellow; wide petals.

● **Persimmon Beauty.** Brilliant, true persimmon-orange.

● **Pacific Beauty Mixture.** A blend of the above four.

Prices above 5, each: tr. pkt., 35c; ¼ oz., 60c; 1 oz., \$2.00.

● **Lemon Queen.** Light lemon-yellow.

● **Orange King.** Deep orange with dark eye.

● **Ball Bedding Mixture.** Well proportioned dwarf mixture.

Prices above 3, each: tr. pkt., 20c; ¼ oz., 30c; 1 oz., \$1.00; 4 ozs., \$3.00.

● **Yellow Colossal.** Extra double, clear bright yellow. Tr. pkt., 35c; ¼ oz., 50c; 1 oz., \$1.50.

CALLIOPSIS

90,000 S. Fairly dwarf and very free flowering bedding plants.

● **Gold Crest.** Large (2½ to 3 in.) semi-double golden yellow flowers with reddish brown eyes. Tr. pkt., 20c; 1 oz., 75c.

● **Dwarf Mixture.** 6-8 in. Attractive dwarf compact mixture of red and yellow shades. Tr. pkt., 20c; 1 oz., 60c.

CANDYTUFT

HYACINTH-FLOWERED. 9,500 S.

● **Ball Giant White.** This is our greenhouse-grown, premium quality cut flower strain. Tr. pkt., \$1.00; ½ oz., \$1.95; 1 oz., \$3.35; 4 ozs., \$10.00.

● **Giant White, Regular.** Tr. pkt., 25c; ½ oz., 50c; 1 oz., 90c; 4 ozs., \$3.00; 1 lb., \$10.00.

● **Ruffled White (New).** Distinctively ruffled petals add interest to this excellent cut flower strain. Pictured at left. Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.

● **Miniature Gem.** A nice very early flowering rock or border plant; 4 in. high. White. Tr. pkt., 20c; ¼ oz., 30c; 1 oz., \$1.00.

● **UMBELLATA.** A popular spring greenhouse cut flower. Sow in January; plant out 8x10 in. Is also widely used as a winter outdoor crop in Florida and southern Texas.

● **Carmine** **Flesh-Pink** **Lavender (Lilac)**

● **Crimson (Purpurea)** **White** **Rose Cardinal**

● **Formula Mixture**

Prices above 7, each: tr. pkt., 20c; 1 oz., 55c; 4 ozs., \$1.75.

● **Dwarf Hybrids Mixture.** For pots and combinations. Very early. Tr. pkt., 20c; ¼ oz., 30c; 1 oz., \$1.00.

● **Perennial Candytuft.** See Iberis, page 57.

CANNA

● **Giant Mixed (Indica).** Formula mixture of selected American-grown varieties. 1 oz. (about 100 seeds), \$1.50; 4 ozs., \$5.00.

CARNATION

14,000 S. From an early sowing planted outdoors preferably under cloth protection, these strains will produce a nice crop of summer Carnations for cutting. Some supporting necessary.

● **Giant Malmaison, J. M. Bridgeford.** Of sturdy upright habit. If well-grown, supported and disbudded, flowers comparable to those produced in the greenhouse can be had outside where summers are moderate. Many colors are represented in this superior mixture. Tr. pkt., 40c; ¼ oz., \$1.25; 1 oz., \$3.75.

● **Marguerite Double Mixture.** 15-20 in. Ours is a reselected strain of this very free flowering summer Carnation. An old favorite. Tr. pkt., 25c; ¼ oz., 65c; 1 oz., \$2.25.

● **CHABAUD'S GIANT IMPROVED STRAIN.**

● **Cardinal Red (Sparkler)** **Flesh-Pink (Reine Rose)**

● **Crimson (Blood-Red)**

● **Salmon-Rose**

● **Deep Rose (Rose Queen)**

● **White (Jeanne Dionis)**

● **Deep Salmon (Aurora)**

● **Yellow (Marie Chaubaud)**

● **Formula Mixture** of all colors.

Prices above 9, each: tr. pkt., 40c; ¼ oz., \$1.00; 1 oz., \$3.25.

● **ENFANT DE NICE.** A fine standard strain.

● **Red** **Salmon** **White** **Yellow** **Formula Mixture**

Prices above 5, each: tr. pkt., 50c; ¼ oz., \$2.25.

● **Carnation Grenadin.** See page 53.

● **Castor Bean.** See Ricinus, page 33.

CELOSIA

28,000 S. One of our finest, most uniform and colorful offerings for annual plant sales. Don't pass up Fiery and Golden Feather.

● **PLUMOSA.** Plumed or feathery type producing spire-like branches, mostly from base of plant. The dwarf varieties are widely used for bedding and as spring and summer pot plants, while the taller strains make useful cut flowers in late summer.

● **Scarlet Plume.** 4 ft. Bright crimson-scarlet. Very colorful for fall borders and cutting. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

● **Golden Plume.** Tall. Same as above except a rich golden yellow. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

Celosias Continued on Next Page

ANNUALS—Continued

CELOSIA, Continued

- **Dwarf Fiery Feather.** 12 in. Very attractive pyramid formation with fiery red spires. The standard variety.
- **Dwarf Golden Feather.** 15 in. Same as above but slightly taller and golden yellow.
- **Dwarf Feather Mixture.** A formula mixture of the above two varieties; $\frac{2}{3}$ Fiery Feather, $\frac{1}{3}$ Golden Feather.
Prices above 3, each: tr. pkt., 30c; $\frac{1}{8}$ oz., 70c; $\frac{1}{4}$ oz., \$1.30; 1 oz., \$4.25.

- **Thompsoni Magnifica.** Ours is a fine, even strain of this popular tall growing variety. Contains strikingly brilliant reds and yellows with some copper and gold shades. This makes an excellent cut flower. Tr. pkt., 30c; $\frac{1}{4}$ oz., 60c; 1 oz., \$2.00.

Spicata. 5 ft. Long slender, silvery rose spikes for fresh cut flowers or for drying. Tr. pkt., 25c; $\frac{1}{4}$ oz., 60c; 1 oz., \$1.80.

CRISTATA. The popular cockscomb type. The taller varieties provide good cut flowers in either the fresh or dried state, while the dwarf kinds make nice pot plants in summer.

Gilbert's Rose Beauty. Ruffled, ball-shaped heads, about 6 in. across, are of a pleasing rose-pink underlaid with silver. Stem length is about 3 ft. Originator's tr. pkt., (300 seeds), 50c.

Gilbert's Maple Gold. Attractive combs varying in color from light to dark pink, tipped with gold. Grows 2 to 3 feet high and makes an excellent cut flower. Orig. tr. pkt. (300 seeds), 50c.

- **Kardinal.** (New.) 12 in. A fine, new, very uniform strain of red combs with green leaves. Tr. pkt., 30c; $\frac{1}{8}$ oz., 70c; $\frac{1}{4}$ oz., \$1.30; 1 oz., \$4.25.

- **Royal Velvet.** A uniform strain of semi-tall "cockscomb" Celosia. Crimson combs borne well above foliage on 24- to 30-in. stems. Tr. pkt., 30c; $\frac{1}{4}$ oz., \$1.00; 1 oz., \$3.00.

Empress. (Dwarf.) 12 in. Large crimson combs with deep red-dish leaves.

Dwarf Mixture. 15 in. A choice mixture of all colors in this class with both light and dark foliage.

Prices above 2, each: tr. pkt., 30c; $\frac{1}{4}$ oz., 65c; 1 oz., \$2.25.

Tall Mixture. 40 in. Mixture of all colors in the tall class. Tr. pkt., 20c; $\frac{1}{4}$ oz., 35c; 1 oz., 90c.

CHILDISH (Chinese Woolflower). An attractively different type with knobs or ball-like formations on the end of each branch.

Crimson **Mixture**

Prices above 2, each: tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.75.

CENTAUREA

CYANUS (Bachelor Button or Cornflower). 6500 S. Ours are the very finest, free flowering, reselected florists' strains. Useful for spring greenhouse flowering or can be flowered outdoors in June and July from a fall sowing.

- **Blue Boy.** The standard market variety.

Black Boy. Rich deep maroon.

Red Boy. Deep carmine-rose.

- **Pinkie.** Attractive rose-pink.

Snowman. Fine clear white.

Formula Mixture of above varieties.

Prices above 6, each: tr. pkt., 20c; $\frac{1}{2}$ oz., 30c; 1 oz., 50c; 4 ozs., \$1.65; 1 lb., \$5.50.

DWARF CENTAUREAS

The following three are all of the new dwarf, bushy type and are ideal for borders and general bedding. Height is about 10 to 12 in. with the freely produced flowers closely packed on the plant. Also makes a satisfactory pot plant.

- **Jubilee Gem.** Bright cornflower-blue.

- **Rose Gem.** Medium rose.

Gem Mixed. Red, pink, blue, maroon, and white.

Prices above 3, each: tr. pkt., 30c; $\frac{1}{4}$ oz., 60c; 1 oz., \$1.80.

CENTAUREA, Continued

IMPERIALIS (Sweet Sultan). 7500 S. Thistle-like flowers; larger than the Cyanus type. Height 30 in.

Suaevolens (Yellow Sweet Sultan). 6700 S. Bright yellow thistle-like flowers; similar to the Imperialis type, but earlier flowering and not quite as tall (20 in.). Forces well indoors. Tr. pkt., 20c; $\frac{1}{4}$ oz., 30c; 1 oz., 90c.

Formula Mixture. Tr. pkt., 20c; $\frac{1}{4}$ oz., 35c; 1 oz., \$1.00.

DUSTY MILLERS. The white-leaved kinds for border work. *Cinerraria Maritima* Diamond also belongs in this group.

● **Candidissima.** 7500 S. 6 in. The slow growing kind that must be started early. Tr. pkt., 50c; $\frac{1}{4}$ oz., \$1.10; 1 oz., \$3.75.

● **Gymnocarpa.** 7300 S. 24 in. Strong growing, fern-leaved. Tr. pkt., 20c; $\frac{1}{4}$ oz., 30c; 1 oz., 90c; 4 ozs., \$2.75.

AMERICANA. 2400 S. Large (4-in.) flat, thistle-like flowers are produced in great profusion on 18-in. stems; plants grow 2-2 $\frac{1}{2}$ ft. tall.

Lilac. The preferred color. **Mixture**

Prices above 2, each: tr. pkt., 20c; $\frac{1}{2}$ oz., 35c; 1 oz., 65c; 4 ozs., \$2.00; 1 lb., \$6.50.

Centaurea Montana. See page 53.

CHERRY, CHRISTMAS (Solanum)

12,000 S. Sow in February, summer plants outdoors; lift and pot in September for Christmas pot plants.

- **Ball Christmas Cherry** (Hlavacek's Masterpiece). A uniform, bushy strain without the wild growth of the original Cherry varieties. Large, round red fruit is very freely produced. Tr. pkt., 50c; $\frac{1}{4}$ oz., \$1.25; 1 oz., \$3.75.

Patterson Christmas Cherry. A compact strain of Christmas Cherry. Fruit medium sized and freely produced well above foliage. Well suited for the smaller sized pot specimens. Tr. pkt., 75c; $\frac{1}{4}$ oz., \$1.50; 1 oz., \$4.75.

Love Apple. See page 25.

Pepper, Avalon. See page 65.

Pepper, Christmas. See page 32.

Chinese Forget-Me-Not. See *Cynoglossum*, page 21.

CHRYSANTHEMUM (Annual)

9000 S. A valuable cut flower "catch crop" that responds well to electric light forcing. Space at least 12x12 in. Germination somewhat slow and irregular.

Eldorado (Segetum). Golden yellow with brown eye.

Northern Star (Carinatum). White; yellow zone, brown eye.

Prices above 2, each: tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.50.

- **Rainbow Mixture** (Carinatum). An outstandingly complete and brilliant mixture of annual Chrysanthemums including many entirely new shades and color combinations. Tr. pkt., 35c; $\frac{1}{4}$ oz., 60c; 1 oz., \$2.00.

Hardy Chrysanthemums. See page 53.

CLARKIA

ELEGANS DOUBLE. 90,000 S. Popular for spring cut flower use. Sow in January and grow in shallow soil, disbudding to 2 or 3 spikes for long stemmed flowers. Don't feed and keep fairly dry after plants are about a foot high to prevent oversoft, lanky growth.

Albatross **Orange King** **Salmon Queen**
Brilliant **Mixture**

Prices above 5, each: tr. pkt., 20c; $\frac{1}{4}$ oz., 35c; 1 oz., \$1.25.



CLEOME,
PINK QUEEN

CINERARIA

An early January sowing, if kept growing right along, will make satisfactory 3-in. plants in late May for combination work in our latitude. Sowings are made from June on for Christmas and later.

● **Festival.** This new Cineraria is the result of years of intensive breeding in our own greenhouses to develop a **small-leaved strain** requiring a minimum of bench space. Plants are bushy and compact with even heads of medium sized, mostly white-eyed flowers in a brilliant color range. ½ tr. pkt., \$1.75; tr. pkt., \$3.00; ¼ oz., \$4.50; ⅓ oz., \$7.50; ⅛ oz., \$13.00.

- **Siter's Rainbow Strain.** 3500 seeds per ⅓ oz. Excellent market strain with immense heads of medium large, mostly white-eyed flowers. Tr. pkt., \$2.00; ¼ oz., \$2.75; ⅓ oz., \$5.00; ⅛ oz., \$9.00.
 - **Cremer's Prize Strain.** (Our own reselected stock.) 6300 seeds per ⅓ oz. Extra large heads of medium small flowers in widely varied color assortment; about half light eyed. Small foliage. Tr. pkt., \$1.75; ¼ oz., \$2.50; ⅓ oz., \$4.50; ⅛ oz., \$8.25.
 - **No. 1 Mixture.** Consists of Cremer's Prize Strain and Siter's Rainbow Strain in equal proportions. Tr. pkt., \$1.50; ¼ oz., \$2.50; ⅓ oz., \$4.75.
 - **No. 2 Mixture.** Contains ½ Cremer's Prize Strain and ¼ each Siter's Rainbow Strain and Multiflora Nana, Gold Center Strain. Tr. pkt., \$1.50; ¼ oz., \$2.50; ⅓ oz., \$4.75.
 - **"Vivid" Formula Mixture.** A mixture of solid colors (without "eyes") which we blend ourselves. Colors range from salmon and azure-blue to blood-red and dark blue. Habit is dwarf with well rounded heads and fairly small leaves. Blooms about a month later than other strains. Tr. pkt. (1000 seeds), \$1.75; ¼ oz., \$2.75. Also available in the following separate colors at the same price: White, Bright Red, Dark Red, Brick-Red (Mata-dor), Light Blue, Mid-Blue, Dark Blue, Pink Shades, and Salmon.
 - **Dwarf Erfurt Mixture.** Dense heads of medium sized flowers in a fine color balance, including copper, salmon, and maroon in addition to the usual Cineraria colors. Habit is compact and very uniform. Tr. pkt., \$1.50; ¼ oz., \$2.50.
 - **Multiflora Nana, Gold Center.** 6300 seeds per ⅓ oz. Attractive medium small, solid-colored flowers with yellow anthers. Good shipper. Tr. pkt., \$1.25; ¼ oz., \$2.25; ⅓ oz., \$4.00.
- Berlin Market Mixed.** (White-Eyed or Weissensee Strain). 3500 seeds per ⅓ oz. Large rounded heads of medium large flowers. Tr. pkt., \$1.00; ¼ oz., \$2.00; ⅓ oz., \$3.75.

CINERARIA, Continued

- **Grandiflora Dwarf Mixed.** 3500 seeds per ⅓ oz. Large flowers in a wide assortment of rich colors with contrasting large white eyes. Extra dwarf and compact growth. Tr. pkt., \$1.00; ¼ oz., \$2.00; ⅓ oz., \$3.75.
- **Dwarf Giant Exhibition Mixture.** Extra large (4 to 5 in.) flowers in a wide color range on fairly dwarf plants. For exhibition work only. Tr. pkt., \$1.50; ¼ oz., \$2.75.
- **Stellata Mixture** (Star type). Small, free flowering strain. 24 to 30 in. tall. Tr. pkt., \$1.00; ⅓ oz., \$2.50.

DUSTY MILLER

Maritima Diamond. 10 in. An improved strain of our finest Dusty Miller. Compact, even growth and very white foliage. Tr. pkt., 20c; ¼ oz., 50c; 1 oz., \$1.50.

CLEOME (Spider Plant)

Golden Sparkler. 5500 S. Bright golden orange. An unusual Cleome color. Germinate cool or sow directly outside. Tr. pkt., 50c; ¼ oz., 90c; 1 oz., \$2.70.

Helen Campbell. 12,500 S. A sport of Pink Queen, with glistening pure white flowers. Slightly earlier and larger than Pink Queen. Tr. pkt., 50c; ¼ oz., 90c; 1 oz., \$2.70.

- **Pink Queen.** 12,500 S. (Pictured at left.) A wonderfully attractive variety. Large heads (6 to 7 in. across) of newly opened, luminous rosy pink flowers changing to a clear white. Makes a heavy hedgelike row about 4 ft. tall and 3 to 4 ft. across. Tr. pkt., 35c; ¼ oz., 55c; 1 oz., \$1.90.

COBAEA

SCANDENS. 375 S. A fine, strong growing, annual climber.

Purple

White

Prices above 2, each: tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.80.

COLEUS

100,000 S.

- **Ball Rainbow Mixture.** Rapidly increasing numbers of growers are using this outstanding strain each year because of the almost endless variation of bright coloring which it affords. This is not an ordinary mixture, but one on which we have worked for 15 years here in our own greenhouses where all the seed is produced under rigid control. The bright, clear colors include pink, rose, yellow, green, salmon, crimson and others in endless combinations and patterns. Less than 10% are undesirable colors. Leaves are of medium size and thickly produced on bushy plants. ½ tr. pkt., \$1.00; tr. pkt., \$1.75; ¼ oz., \$2.75; ⅓ oz., \$5.25; ⅛ oz., \$9.50.



Coleus Continued on Next Page

There's nothing more colorful for combination boxes, or easier to grow, than Coleus. Try Ball Rainbow Mixture.



● **CROSSANDRA**

Something New in Potted Plants!

An attractive and valuable pot plant with glossy, Gardenia-like foliage, and flower spikes of overlapping clear salmon florets. Can be sown at any time but most easily started in early spring, and flowers in 7 to 8 months in a warm house and in rich, well-drained soil. Requires at least 70° night temperature for satisfactory germination. Minimum of 65° for best growth. 50 seeds, \$2.50; 200 seeds, \$8.00.

COLEUS, Continued

Rainbow Mix. (Regular). Assorted colors. Not recommended where top quality colors are desired. Tr. pkt., 75c; 1/32 oz., \$1.80; 1/16 oz., \$3.25.

● **Hybrida No. 5.** The medium sized leaves are a rich combination of deep mahogany-red and bright carmine-rose. And we find it comes around 80% true. Tr. pkt., \$1.50; 1/32 oz., \$3.00.

● **Giant Exhibition Mixture.** An extra large leaved strain with exceptional brilliance of coloring. Tr. pkt., \$1.25; 1/32 oz., \$2.50; 1/16 oz., \$4.75.

Ball Copper Giant. Produces large leaves of a pleasing copper-rose shade and comes about 75% true to type. Tr. pkt., \$1.25; 1/32 oz., \$2.50.

Glory of Vichy. A popular strain predominating in the lighter, more golden shades. Tr. pkt., 60c; 1/32 oz., \$1.50; 1/16 oz., \$2.50; 1/8 oz., \$4.00; 1/4 oz., \$7.00.

CORAL FLOWER

38,000 S. Small, bright carmine flowers, freely produced on 24- to 30-in. stems. Grown principally for the small, deep coral seed capsules that are really more attractive than the flowers. Tr. pkt., 35c; 1/16 oz., 75c; 1/8 oz., \$1.40.

ANNUALS—Continued

CORN, ORNAMENTAL

Rainbow (Calico or Indian Squaw). 90 S. Kernels of various colors make attractive ears for fall decorations. 1 oz., 20c; 4 ozs., 50c; 1 lb., \$1.50.

Strawberry. 590 S. The attractive, tiny 2-in. ears of rich, shiny mahogany contrast with the straw-colored husks when folded back. Grand for fall floral arrangements. 1 oz., 40c; 4 ozs., \$1.40; 1 lb., \$4.00.

Striped. (New.) 6-8 ft. Here is an ornamental-leaved corn which is quite attractive with its contrasting clear yellow stripes on dark green foliage. Try it for floral arrangements. 1 oz., 40c; 4 ozs., \$1.40; 1 lb., \$4.00.

COSMOS

SENSATION. 5000 S. The most satisfactory class of Cosmos to grow for cut-flower purposes. Extra large flowers and extreme earliness make them suitable for growing outdoors, even in northern climates.

● **Pinkie.** Clear orchid-pink.

● **Purity.** Extra large flowered pure white.

● **Mixture** of above and other shades.

Prices above 3, each: tr. pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.15.

Radiance. Deep rose petals with large, rich crimson eye. A striking color combination.

Dazzler. Bright crimson-red. This is a marked improvement over strains previously offered.

Prices above 2, each: tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.60.

EARLY SINGLE MAMMOTH FLOWERED

Queen Mixture. 5000 S. All colors in this large flowered class.

Tr. pkt., 20c; 1 oz., 60c.

EXTRA EARLY DOUBLE CRESTED. 5000 S. Produces around 60% large crested flowers.

Mixture. Tr. pkt., 30c; 1/4 oz., 75c; 1 oz., \$2.50.

↓ **DAHLIA, UNWIN'S DWARF HYBRIDS**
See next page.



ANNUALS—Continued

COSMOS, Continued

GIANT FLOWERED LADY LENOX. 5000 S. The extra large flowered late blooming class.

Mixture. Tr. pkt., 20c; 1 oz., 40c.

HYBRIDA KLONDYKE. 2800 S.

Orange Ruffles. An attractive semi-double; the same bright orange as the old Orange Flare but even earlier flowering and slightly more dwarf.

Yellow Ruffles. Same type as Orange Ruffles, but a pleasing clear yellow.

Prices above 2, each: tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50.

● **Fiesta.** Yellow, striped orange. Not as vigorous as other Cosmos. Tr. pkt., 40c; ¼ oz., \$1.20; 1 oz., \$3.60.

CUPHEA

7000 S. Very attractive and easily grown bedding plants.

● **Firefly.** Dense, compact plants reaching a height of 12 in. with freely produced, small, bright scarlet flowers. Also makes an attractive spring pot plant. Tr. pkt., 25c; ½ oz., 75c; ¼ oz., \$1.35.

CYNOGLOSSUM

AMABILE. Chinese Forget-Me-Not. 5000 S.

● **Firmament.** Fine bushy, compact plants with freely produced small flowers of the most intense clear blue. An excellent bedding plant that stands hot, dry weather well. Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.35.

Blue Bird. An improved, upright-growing type; rich, bright blue. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.15.

CYPERUS

Alternifolius (Umbrella Plant). 200,000 S. An attractive addition to any form of water gardening. In a warm house, they will get up 2-3 ft. and are used to best advantage for summer plantings in aquariums, pools, and bird baths. Tr. pkt., 40c; ¼ oz., 85c; 1 oz., \$2.50.

DAHLIA

2800 S. Because of the wide variation in colors and types, seedling Dahlias are interesting to grow and tubers may be saved from the choicest specimens. The dwarf types are especially nice for outdoor bedding while the Unwin strain also makes a fine pot plant. All flower the first season from an early sowing. **Should be sown several weeks ahead of other annuals for maximum bloom the first year.**

Giant-Flowered Mixed. A choice tall mixture producing 50% giant double flowers of the very best types and colorings. Outstanding individuals may be propagated through tubers. Tr. pkt., 60c; ½ oz., \$1.85; ¼ oz., \$3.50; 1 oz., \$10.00.

● **Unwin's Dwarf Hybrids.** (Pictured at left.) Our strain of this popular variety is especially reselected for evenness of dwarf habit and a wide range of attractive colors in both double and semi-double forms. Seed sown during January will produce salable 3- to 4-in. flowering pot plants in May. Tr. pkt., 30c; ¼ oz., 80c; 1 oz., \$2.75; 4 ozs., \$8.50.

COLTNESS STRAIN. Dwarf and free flowering single.

Mixture of all colors. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

CYCLAMEN

Quantity discounts: 250 of a variety at 1000 rate (except Vogt's). 10,000 to 25,000 seeds, any assortment of varieties, less 5%; over 25,000 seeds, less 10%. Our regular cash discounts now apply to Cyclamen seed. See inside back cover.

	100 Seeds	1000 Seeds
No. 1 Dark Blood-Red	\$1.90	\$17.50
● No. 2 Bright Red	1.90	17.50
● No. 3 Pure Rose (Rose of Aalsmeer). Light rose-pink	1.90	17.50
No. 4 Soft Rose with carmine eye. (Improved Rose of Marienthal)	1.90	17.50
No. 5 White with carmine eye	1.90	17.50
● No. 6 Pure White	1.90	17.50
● No. 7 Bonfire. Brilliant salmon	2.50	22.00
No. 8 Salmon-Scarlet (America-Imp.)	2.50	22.00
No. 9 New Salmon-Rose Imp.	2.50	22.00
● No. 10 Glory of Wandsbek (Perle of Zehlendorf). Dark salmon	2.40	20.00
● No. 11 Rose of Zehlendorf. Light salmon	2.40	20.00
No. 12 Orange Beauty. Orange-vermilion	2.50	22.00
No. 13 Rococo Mixed. Fringed flowers; unusual shapes and markings	2.50	22.00
No. 16 Saffron Red, Silver Edged	2.50	22.00
No. 17 Striped Varieties Mixed	2.40	20.00
No. 18 Mozart. Deep pink	2.50	22.00
No. 19 Lavender	1.90	17.50
No. 21 Pink Pearl. Salmon-pink	2.50	22.00
No. 22 Baardse Wonder. Salmon with white border	2.50	22.00
No. 24 Roseum Oculatum. Light pink, salmon eye	2.40	20.00
No. 26 Victoria. Fringed white, tipped red	2.50	22.00
● No. 30 Mixture of above colors	1.80	16.50
No. 50 Ruffled Lavender	2.50	23.00
No. 51 Ruffled Salmon	2.50	23.00
No. 52 Ruffled White	2.50	23.00
No. 53 Ruffled Dark Red	2.50	23.00
● No. 60 Ruffled Mixture	2.50	23.00

VOGT'S DOUBLE-FLOWERED STRAIN

Admiration. Salmon-rose with shaded eye.

Mixture.

Prices above 2, each: 100 seeds, \$3.75; 250 seeds, \$7.75; 500 seeds, \$14.50; 1000 seeds, \$27.50.

A WORD ABOUT OUR CYCLAMEN

Repeated observations of Cyclamen flowering trials in our own greenhouses, as well as careful examination of the leading strains grown in Europe and America, have led us to believe that no one Cyclamen seed specialist excels in all varieties.

The Ball strains include only those varieties in which each grower (according to our flowering trials) excels.

ANNUALS—Continued

DAISY

Dahlborg Daisy. 215,000 S. An unusually attractive, compact edging plant with airy, lacelike leaves. Can also be used as a pot plant. Produces a profusion of small yellow flowers continuously from late spring until frost. Forms a very even row, 6 to 8 in. high and 12 to 14 in. across. Germination somewhat irregular except in spring months. Tr. pkt., 60c; 1/8 oz., \$1.40.

Tahoka Daisy. 17,000 S. Single daisy-like flowers of lavender-blue with deep yellow center are carried on medium length stems. Lacy, fernlike foliage. Tr. pkt., 30c; 1/8 oz., 75c; 1/4 oz., \$1.25; 1 oz., \$3.75.

Blue Daisy. See Agatheia, page 10.

English Daisy. See Bellis, page 52.

Painted Daisy. See Pyrethrum, page 59.

Perennial Daisies. See page 53.

DATURA

Wrighti (Angel's Trumpet). 2000 S. 3 ft. Large trumpet-like flowers open soft lavender-rose, gradually turning white. Tr. pkt., 30c; 1/4 oz., 65c; 1 oz., \$2.00.

DIANTHUS

28,000 S. Wonderfully showy and free flowering bedding plants.

Annual Sweet William (D. barbatusinensis). 12 in. Single mixed. Tr. pkt., 15c; 1/4 oz., 30c; 1 oz., 90c.

● **Sweet Wivelsfield Single Mixed.** 12 in. Probably the most popular of the annual Dianthus. Free flowering and brilliantly colored. Tr. pkt., 15c; 1/4 oz., 35c; 1 oz., \$1.00.

Sweet Wivelsfield Double Mixed. Same as above but most flowers either semi-double or double. Tr. pkt., 30c; 1/4 oz., 70c; 1 oz., \$2.25.



EXACUM AFFINE makes a very attractive and fragrant pot plant.

DIANTHUS, Continued

Westwood Beauty (D. Heddensis). This Dianthus, the result of a cross between D. Heddewigi and D. Chinensis, produces large 2-in. single flowers in shades of red on long stems. Somewhat more resistant to heat than ordinary Dianthus. Tr. pkt., 30c; 1/4 oz., 60c; 1 oz., \$2.00.

● **Gaiety.** Single mixed. Large, showy, fringed flowers. Colors range from pure white to crimson and are attractively zoned. Tr. pkt., 35c; 1/4 oz., 75c; 1 oz., \$2.50.

HEDDEWIGI (Double Pinks). 10 in. Fine for rock garden and border work.

Fireball. Deep scarlet.

Snowdrift. Extra large flowered pure white.

● **Imperator Mixture** of all colors in this double class.

Prices above 3, each: tr. pkt., 20c; 1/4 oz., 40c; 1 oz., \$1.35.

Hardy Dianthus. See page 55.

● **Double Gaiety.** Brilliant shades in a full range of color, including bright salmon and scarlet. Tr. pkt., 35c; 1/4 oz., 75c; 1 oz., \$2.50.

DIDISCUS

10,000 S.

Blue Lace (Coeruleus). Freely produces small (1 1/2 to 2-in.) heads of light bluish lavender flowers. Useful for spring forcing, or outdoors in cool climates. Tr. pkt., 20c; 1/4 oz., 35c; 1 oz., \$1.00.

DIMORPHOTHECA

9500 S.

Aurantiaca Mixed. 6 to 10 in. 2-inch single daisy-like flowers in bright yellow, buff and orange shades. Tr. pkt., 20c; 1/4 oz., 40c; 1 oz., \$1.25.

Salmon Beauty. Soft salmon-pink. Tr. pkt., 30c; 1/4 oz., 60c; 1 oz., \$2.00.

● **Glistening White.** Large, pure white, daisy-like flowers with black eye, edged violet. Spreading plants 10-12 in. tall. Good for rock gardens, edging and cutting. Tr. pkt., 40c; 1/4 oz., \$1.00; 1 oz., \$3.25.

DRACAENA

Indivisa. 1500 S. The narrow-leaved and most popular variety. Tr. pkt., 20c; 1 oz., 55c; 4 ozs., \$1.65.

Australis. 1000 S. The broader-leaved kind. Tr. pkt., 20c; 1/4 oz., 35c; 1 oz., \$1.00.

Dusty Miller. See Cineraria, page 19, and Centaurea, page 18.

ECHIUM

Blue Bedder. 6500 S. 14 in. Very early blooming annual producing 1/2-in. bell-shaped blue flowers throughout the summer until frost. Tr. pkt., 20c; 1/4 oz., 30c; 1 oz., \$1.00.

EUPHORBIA

2500 S.

Variiegata. The popular Snow-on-the-Mountain. Tr. pkt., 20c; 1 oz., 60c; 1 lb., \$5.50.

Heterophylla (Annual Poinsettia or Mexican Fire Plant). 5000 S. 36 in. Tr. pkt., 30c; 1/4 oz., 70c; 1 oz., \$2.10.

Hardy Euphorbias. See page 56.

EXACUM

Affine. 864,000 S. An easily grown, neat and attractive pot plant with richly fragrant violet-blue flowers. Tr. pkt., \$1.25; 1/28 oz., \$3.00; 1/64 oz., \$5.50.



SUPER GIANT FREESIAS

FREESIA

3000 S. Freesias are enjoying a "come-back" in Europe today, due to the fine new seed strains which make it possible to grow good cut flowers from seed, thus eliminating the problem of diseased bulbs and uncertainty of the crop. Seed sown in May will produce bulbs by September which will bloom the following January with good flowers and stems. Soak seed 24 hours before sowing.

Refracta alba. White. Tr. pkt., 60c; ¼ oz., \$1.35; 1 oz., \$4.00.

Refracta Buttercup. Yellow. Tr. pkt., 60c; ¼ oz., \$2.25; 1 oz., \$6.50.

Rainbow Hybrids. Attractive mixture of blues, yellows and reds. Tr. pkt., 75c; ½ oz., \$1.50; ¼ oz., \$2.75; 1 oz., \$8.25.

SUPER GIANTS. 3000 S. The most choice strain, imported from a European specialist. Large flowers and long stems.

White **Blue and Lilac Shades** **Yellow and Orange Shades**
Red and Pink Shades **Mixed Colors**

Prices above 5, each: tr. pkt., \$1.00; ⅛ oz., \$2.25; ½ oz., \$7.50.

FREESIA BOOK

Freesia, by N. J. Sennels, published by J. E. Ohlsens Enke. An excellent book on Freesia culture from seed. It should interest many growers who hesitate to grow Freesias from bulbs because of disease problems and uncertain crops. \$1.25.

FUCHSIA

HYBRIDA.

Special Mixture. A choice mixture of single and double types saved from one of the finest collections in the country. 350 seeds, \$3.00; 700 seeds, \$5.50; 1400 seeds, \$10.00.

GAILLARDIA

PICTA. 14,000 S. Annual Gaillardia. Fine free flowering, brightly colored material for beds or borders.

Indian Chief. 12 to 15 in. An even and very free flowering single strain with solid red flowers.

Lorenziana Double Mixed. 12 in. Quite attractive and free flowering double strain of orange, yellow, red and rose shades. Prices above 2, each: tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.00.

● **Sunshine Double Mixed.** Fully double flowers about 2½ in. across are carried on strong stems 16 to 18 in. long. Attractive shades of wine-red, yellow and bicolor red and yellow. Good for summer cut flowers. Tr. pkt., 30c; ¼ oz., 70c; 1 oz., \$2.40.

TETRA.

Red Giant (New). Extra free flowering and good size in our 1953 trial ground. Tr. pkt., 30c; ¼ oz., 90c; 1 oz., \$2.70.

Perennial Gaillardia. See page 56.

GAZANIA

Splendens Grandiflora Mixed. 12,000 S. Medium sized single and semi-double flowers in shades of yellow and white. The vigorous plants are constantly in bloom. Stands hot, dry weather well. Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.00.

GERANIUM

Zonale. 6200 S. A mixture of single types in shades of white, pink, salmon and red. Easily grown from seed. Tr. pkt., 50c; ¼ oz., \$1.25; 1 oz., \$3.75.

GERBERA (Transvaal Daisy)

Duplex Hybrids. 8000 S. This splendid new strain produces large 5-inch flowers with twice as many petals as the ordinary single type. All colors, except blue, are represented with flowers being carried on strong stems up to 3 ft. in length. 100 seeds, 65c; 1000 seeds, \$5.50; 5000 seeds, \$25.00.

GESNERIA

Macrantha. 145,000 S. The Gloxinia-like leaves of this attractive pot plant are crowned with an upright central stem bearing many slender, tubular, brilliant scarlet flowers from the leaf axils. Sow January to March for late fall and Christmas plants. Keep shaded during summer. Tr. pkt., \$1.25.

GLOXINIA

25,000 seeds per ½ oz. Sow in January for blooming plants in 4-inch pots during June and July. All Gloxinia seed is very fine and must be handled carefully.

● **Panzer Strain.** This strikingly beautiful velvety scarlet Gloxinia comes almost completely true from seed. Originated by one of the leading Pacific Coast pot plant growers. Tr. pkt., \$1.25; 6 pkts., \$6.00.

Formula Mixture. Made up of choice named separate color varieties. Also available in straight colors at same price. Tr. pkt., \$1.25; 6 pkts., \$6.00.

IMPORTED SOFT LEAVED STRAIN

Blood Red. (New.) Soft, flexible leaves.

Blue. (New.) Flexible leaves.

Prices above 2, each: tr. pkt., \$2.00; ¼ oz., \$6.00.

GODETIA

95,000 S. Should be grown in flats or shallow benches for greenhouse culture. Handle about like Clarkia.

UPRIGHT SINGLE. This class is especially attractive and much grown for greenhouse cut flowers.

Duke of York. Bright carmine and white.

Kelvedon Glory. Rich apricot.

Prices above 2, each: tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$1.90.

TALL DOUBLE.

Mixture of colors in the Tall Double class. Tr. pkt., 15c; ¼ oz., 30c; 1 oz., 90c.

DWARF DOUBLE AZALEA-FLOWERED.

Sybil Sherwood. 18 in. Bright salmon-pink, edged white. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

GOMPHRENA (Globe Amaranth)

5500 S. An attractive everlasting garden flower with some value for cutting. A fine bedder for hot, dry climates.

GLOBOSA. Round, ball-shaped flowers.

Rubra. 30 in. Magenta-purple. A bright deep shade.

Mixture of colors.

Prices above 2, each: tr. pkt., 15c; ¼ oz., 35c; 1 oz., \$1.10.

● **Buddy.** Fairly dwarf plants with small ball-shaped flowers of bright reddish purple. This is the true dwarf strain. Fine for bedding, pot plants or combination boxes. Better have some of this. Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.25.

ANNUALS—Continued

GOURDS, ORNAMENTAL

SMALL VARIETIES. 450 S. All are easily grown and, when properly dried and varnished, last indefinitely.

Spoon. Orange and green fruits with long, slender necks.

Warted Types Mixed. Not over 4 in. in diameter.

Small Varieties Mixed. Offered in place of the La Montagne strain which is no longer available.

Prices above 3, each: tr. pkt., 25c; 1 oz., 90c.

GRASSES, ORNAMENTAL

Briza Maxima (Quaking Grass). 5500 S. Graceful panicles which tremble in the slightest breeze. 18 inches. Tr. pkt., 30c; 1 oz., \$1.00.

Coix Lachrymae (Job's Tears). 140 S. 3 to 4 ft. Hard, shiny gray beads up to 1 inch across. Tr. pkt., 20c; 1 oz., 35c; 4 ozs., \$1.00.

Pennisetum Rueppelianum (Fountain Grass). 14,500 S. 3 to 4 ft. Long, graceful purple sprays. Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.00.

Lawn Grass. See page 61.

GREVILLEA

Robusta (Australian Silk Oak). 3000 S. Seed sown in early spring and grown in a temperature of 60° will make nice 5-in. pot specimens by fall. Because it holds its foliage well, it is being used with Poinsettias instead of Asparagus. Tr. pkt., 30c; ¼ oz., \$1.00; 1 oz., \$3.00.

GYPSOPHILA

ELEGANS (Baby's Breath). 24,000 S. Easily flowered in flats in the greenhouse or may be grown outdoors; requires about 3 months to bloom from sowing. Although the larger flowered varieties are attractive and fine, the smaller ones outlast them for bouquet work.

● **Covent Garden Market.** A very excellent strain with large and full-petaled white flowers, about 75% of which have 6 to 8 petals. 1 oz., 30c; 4 ozs., 75c; 1 lb., \$2.50; 5 lbs., \$10.00.

● **Paris Market.** Smaller flowered than Covent Garden Market. Holds up well. 1 oz., 30c; 4 ozs., 70c; 1 lb., \$2.25.

Carminea. Small, ¼-in. pink flowers. Tr. pkt., 15c; 1 oz., \$1.20; 4 ozs., \$4.00.

Crimson. Slightly darker than above. Tr. pkt., 15c; 1 oz., \$1.20; 4 ozs., \$4.00.

Hardy Gypsophila. See page 57.

HELIANTHUS (Sunflower)

● **Sungold.** 650 S. Of uniform medium height (4 to 5 ft.) with practically 100% fully double, golden yellow Chrysanthemum-like flowers about 4 in. across. Sow outdoors in May for August blooming. Tr. pkt., 20c; ¼ oz., 30c; 1 oz., 90c; 4 ozs., \$3.00; 1 lb., \$9.50.

HELICHRYSUM

MONSTROSUM. 36,000 S. The most popular double Strawflower. Widely used for drying.

Violet Queen	Canary-Yellow	Silver Ball (White)
Golden Globe	Rose Queen	Fireball (Scarlet)
Copper (Brown)	Formula Mixture	

Prices above 8, each: tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.40.

HELIOTROPE

50,000 S.

Dwarf Regale Mixture. 15 in. A fine, even strain with extra large, lavender-violet flower heads. Richly fragrant. Tr. pkt., 40c; ¼ oz., \$1.00; 1 oz., \$3.25.

Marine. A fine new deep violet color and large flower heads. Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.50.

First Snow. (New—pictured above right.) Large, clear white flowers on bushy plants. Very fragrant, and unusually attractive. Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.



HELIOTROPE, FIRST SNOW

HOLLYHOCK (Annual)

Indian Spring. 13,000 S. 4 to 5 ft. Starts to bloom 5 months from seed sowing and continues until frost. Semi-double light pink and rose flowers are borne mostly on central spike. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$1.90.

Indian Summer. Contains a wide range of colors, with all the beauty of the perennial type. Blooms first season from seed. Tr. pkt., 35c; ¼ oz., \$1.25; 1 oz., \$3.75.

Perennial Hollyhock. See page 57.

HUNNEMANNIA

FUMARIAEFOLIA (Bush Escholtzia). 8000 S.

● **Sunlite.** Brilliant canary-yellow, semi-double. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

Hardy Iberis. See page 57.

IMPATIENS - "Sultanas"

One of our most valuable plants for bedding under shady conditions; also widely used for winter and spring pot plants. DWARF. 4 to 6 inches.

Sultani Dwarf Bright Carmine. Compact and free flowering.

● **Sultani Dwarf Bright Orange.** (New.) A new color in this class. Very uniform, extra dwarf, flat, spreading growth. This is an outstandingly bright shade of orange and should sell very readily as a bedding subject for shade. Imported from Europe.

Sultani Dwarf Mixture. Bright mixture of dwarf varieties. **Prices** above 3, each: tr. pkt., \$1.25; ½ oz., \$2.00; ¼ oz., \$3.75.

TALL. 8 to 12 inches.

Holsti Salmon Rose. (New.)

Holsti Autumn Glow. Brilliant orange-scarlet flowers.

Prices above 2, each: tr. pkt., \$1.50; ½ oz., \$3.00; ¼ oz., \$5.75.

Holsti Hybrids Mixed. Bright mixture of pink, rose, salmon, orange, red, orchid and purple shades. Tr. pkt., 50c; ¼ oz., \$1.10; ½ oz., \$2.00.

KALANCHOE

900,000 S. No plant surpasses Kalanchoe for brilliance of scarlet-red color. While they flower normally in spring, they may be had in bloom for Christmas from a January sowing, if shaded for about 6 weeks starting late August.

● **Brilliant Star.** A fine pot plant, producing flowers 3 times the size of the common varieties of a brighter, fiery red color. Tr. pkt., \$1.00; ¼ oz., \$2.10; 1/64 oz., \$3.85; 1/32 oz., \$7.00.

ANNUALS—Continued

KALANCHOE, Continued

- **Tom Thumb.** A dwarf compact strain of this popular succulent. Produces perfectly rounded, symmetrical plants literally covered with bright scarlet flowers. A January or February sowing will provide fine 4-in. specimens for next winter's sales. Tr. pkt., **\$1.50**; $\frac{1}{128}$ oz., **\$3.00**; $\frac{1}{64}$ oz., **\$5.50**; $\frac{1}{32}$ oz., **\$10.00**.

KOCHIA (Summer Cypress)

Childsii. 45,000 S. 24 in. Stays a clean fresh green throughout the entire season. Tr. pkt., **15c**; 1 oz., **30c**.

LANTANA

1300 S. Very showy. One of the most satisfactory bedding subjects for areas where summer temperatures are excessive. Must be sown early and with bottom heat.

Dwarf Hybrids Mixed. 12 in. Tr. pkt., **25c**; $\frac{1}{4}$ oz., **60c**; 1 oz., **\$1.60**.

Tall Hybrids Mixed. 30 in. Tr. pkt., **25c**; $\frac{1}{4}$ oz., **60c**; 1 oz., **\$1.60**.

LARKSPUR

See page 26.

LAVATERA

Splendens, Loveliness. 4500 S. Very attractive, early flowering annual, with 2-in. Hollyhock-like single flowers of a deep salmon-rose shade. Tr. pkt., **20c**; $\frac{1}{4}$ oz., **30c**; 1 oz., **\$1.00**.

LEPTOSYNE

Stillmani. 25,000 S. 18 in. Nice golden yellow for cutting. Flowers 6 to 8 weeks from seed. Tr. pkt., **25c**; $\frac{1}{4}$ oz., **50c**; 1 oz., **\$1.50**.

LINARIA

MAROCCANA (Miniature Snapdragon). 600,000 S.

Northern Lights. An improved taller growing Linaria containing several new bright shades. Tr. pkt., **35c**; $\frac{1}{4}$ oz., **\$1.00**; 1 oz., **\$3.00**.

LOBELIA

700,000 S. Where protection from direct sun can be given them and in not too hot climates, Lobelias are unsurpassed for bright blue and white edging, hanging and trailing work.

COMPACTA. 6 in. Of dwarf compact habit.

- **Blue Gown.** Standard free flowering deep blue. Very fine.
 - **Cambridge Blue.** Very dwarf, restricted, light blue.
 - **Crystal Palace.** Very dwarf deep blue with dark bronzy green foliage. A fine standard variety.
 - **Mrs. Clibran Imp.** Deep blue; white eye and light foliage.
 - **Prima Donna.** Deep crimson; bronzy green foliage.
 - **White Lady.** Clear glistening white.
- Prices above 6, each: tr. pkt., **30c**; $\frac{1}{4}$ oz., **85c**; 1 oz., **\$3.25**.
Mixture of all colors in the compacta class. Tr. pkt., **25c**; $\frac{1}{4}$ oz., **75c**; 1 oz., **\$2.25**.

PENDULA. Of trailing or pendulous habit.

Hamburgia. Deep blue with dark green foliage. Tr. pkt., **40c**; $\frac{1}{8}$ oz., **90c**; $\frac{1}{4}$ oz., **\$1.60**.

Sapphire. Deep blue with white eye. Light green foliage. Tr. pkt., **40c**; $\frac{1}{4}$ oz., **\$1.00**.

Perennial Lobelia. See page 58.

LOVE APPLE

10,400 S.

Orange Fruited (*Solanum Aculeatissimum*). 2 ft. Long, thorny branches of bright orange fruits about 1½ inches across. When dried makes colorful material for fall floral arrangements. Tr. pkt., **50c**; $\frac{1}{8}$ oz., **\$1.75**.

Red Fruited (*Solanum Integrifolium*). 2½ ft. Similar to the above but slightly taller, not thorny, and fruits shrivel some when dried. Tr. pkt., **50c**; $\frac{1}{8}$ oz., **\$1.75**.

Christmas Cherry. See page 18.

Christmas Pepper. See page 32.

LUPINE

A good spring crop of the annual type can be flowered in 3-in. pots from a January sowing spaced close so as to flower one spike to a plant. We prefer the Giant Kings.

GIANT KING (Improved Hartwegi). 1300 S. Some longer stemmed and earlier flowering than the regular Hartwegi.

● **Oxford Blue.** Standard rich deep blue. **Sky Blue**

White **Mixture** of above colors.

Prices above 4, each: Tr. pkt., **25c**; 1 oz., **\$1.00**; 4 ozs., **\$3.00**.

Pixie Delight. 8 in. Early and free flowering with a complete range of Lupine colors. Uniformly dwarf, and a valuable border plant for localities where Lupines do well outside. Tr. pkt., **35c**; $\frac{1}{4}$ oz., **70c**; 1 oz., **\$2.15**.

Perennial Lupine. Polyphyllus, see page 58.

MARIGOLD

See pages 27 and 28.

MARVEL OF PERU (Mirabilis Jalapa)

Mixture. 325 S. A uniform strain of old-fashioned "Four O'Clocks". Well adapted for bedding or border work and will do nicely under adverse growing conditions. Fine range of bright colors. Tr. pkt., **20c**; 1 oz., **40c**.

MESEMBRYANTHEMUM

Criniflorum (Livingstone Daisy). 100,000 S. Spreading plants literally covered with 1-in. flowers in many attractive colors. Needs full sun. Tr. pkt., **50c**; $\frac{1}{4}$ oz., **\$1.20**; 1 oz., **\$3.60**.

MICROSPERMA

Golden Tassel. 800,000 S. 9-in. plants, with foliage similar to that of a Chinese Primula, supporting upright-growing, trumpet-shaped, bright chrome-yellow flowers 2 inches across. Tr. pkt., **50c**; $\frac{1}{32}$ oz., **\$1.50**.

MIGNONETTE

27,000 S. May be sown in January for spring cutting; delightfully fragrant.

- **Ball Forcing Strain.** Earliest and whitest variety. $\frac{1}{2}$ tr. pkt., **60c**; tr. pkt., **\$1.00**; $\frac{1}{4}$ oz., **\$2.00**.

MACHET. For summer bedding.

Golden Goliath

Goliath Red

Prices above 2, each: tr. pkt., **20c**; $\frac{1}{4}$ oz., **30c**; 1 oz., **\$1.00**.

MIMOSA

Pudica (Sensitive Plant). 4500 S. Tr. pkt., **30c**; $\frac{1}{4}$ oz., **50c**; 1 oz., **\$1.50**.

MIMULUS

(Monkey Flower) 700,000 S.

Moschatus (Musk Plant). 6-in. plants with fragrant yellow flowers. Tr. pkt., **25c**; $\frac{1}{64}$ oz., **\$1.00**.

Tigrinus. Mixture of large flowers. Tr. pkt., **25c**; $\frac{1}{32}$ oz., **75c**.

MOONFLOWER (Ipomoea Noctiflora)

110 S. Large flowered white Moonflower.

Black-Seeded

White Seeded

Prices above 2, each: tr. pkt., **20c**; 1 oz., **45c**; 4 ozs., **\$1.50**; 1 lb., **\$4.00**.

Annual Larkspur

(8,000 seeds per oz.)

For Early Summer Cut Flowers Outdoors: If you failed to make an outdoor sowing last fall, almost as good results can be had from a spring sowing—if you get your seed in the ground just as soon as the frost is out of it.

Under Glass—Spring Flowering: For indoor growing, Larkspur is a nice crop to follow late Mums. Well started 3-inch banded or potted plants should be ready, and are produced by a December or January sowing. Space at least 12x12 in. on ground; 10x10 in. on raised beds should be ample. The after-Mum planting is generally started out cool, 40° to 45° nights, increasing to 50° or more with spring weather.

Varieties: Many new varieties have been introduced within the past few years—some excellent, others rather ordinary. We've tried all of them, and have made up our "7 Best" list based on our observations. If you're not familiar with the newer sorts we suggest that you confine the bulk of your planting to the "7 Best."



Improved Giant Imperial Larkspur

"7 BEST"

This list is based on our greenhouse flowering trials. Generally strains which are found best under glass seem also best adapted to outdoor culture.

- **Salmon Supreme.** Medium deep rose; heavy, fully double spikes.
- **Dark Blue Supreme.** Deep violet-blue; improves Blue Spire.
- **White Supreme.** The most vigorous white according to our trials.
- **Regal Salmon-Pink.** Best in its color class; large florets.

Prices above 4 each: tr. pkt., 40c;
½ oz., \$1.00; 1 oz., \$1.80; 4 ozs., \$6.00; 1 lb., \$18.00.

- **Super Majestic Light Blue.** An excellent light blue; outstanding.
- **Super Majestic Lavender.** Beautiful orchid-lavender; a rich color.
- **Giant Imperial Brilliant Rose.** The standard deep rose; fully double.
- **7 Best Mixture.** Blended by formula from these 7 varieties.

Prices above 4, each: tr. pkt., 30c;
½ oz., 90c; 1 oz., \$1.60; 4 ozs., \$5.25; 1 lb., \$16.00.

COLLECTION: One tr. pkt. each of above 7 varieties for \$2.35.

GIANT IMPERIALS

(Base Branching)

- Blue Bell. Shades of light blue.
 - Blue Spire. Fine violet-purple.
 - **Brilliant Rose.** See 7 Best, above.
 - Exquisite Pink Imp. Fine medium pink.
 - Gloria Imp. Medium rose shades.
 - Lilac King. Rich, deep bluish lavender.
 - Lilac Queen. Orchid; lighter and rosier than Lilac King.
 - Los Angeles Imp. Salmon-rose.
 - **Rosalind.** Vigorous, medium pink.
 - Rosamond. Excellent deep rose. This is a Stock-Flowered variety.
 - Sweet Lavender. A good lavender.
 - White Cockade. Good pure white.
 - **White King.** Standard white.
 - Formula Mixture of Giant Imperials.
- Prices above 14, each: tr. pkt., 30c;
½ oz., 90c; 1 oz., \$1.60; 4 ozs., \$5.25;
1 lb., \$16.00.

SUPER MAJESTICS

Extra vigorous growth with long stems and long spikes of fully double flowers.

- Deep Carmine. Rose, flecked white.
- Deep Salmon-Pink. Medium deep rose.
- **Lavender.** See 7 Best, above.
- **Light Blue.** See 7 Best, above.
- Rose-Pink. Excellent, medium pink.
- Rosy Mauve. Rich lilac shade.
- **White.** Long stemmed pure white.
- Mixture of above and other colors.

Prices above 8, each: tr. pkt., 30c;
½ oz., 90c; 1 oz., \$1.60; 4 ozs., \$5.25;
1 lb., \$16.00.

SUPREMES

A vigorous growing, base branching class with large spikes of fully double flowers. Compares favorably with the Super Majestics in stem length and spike quality.

- **Dark Blue Supreme.** See 7 Best, above.
 - Lilac Supreme. Good rosy lavender.
 - Rose Supreme. Clear deep rose.
 - **Salmon Supreme.** See 7 Best, above.
 - **White Supreme.** See 7 Best, above.
 - Supreme Mixture. All Supreme colors.
- Prices above 6, each: tr. pkt., 40c;
½ oz., \$1.00; 1 oz., \$1.80; 4 ozs., \$6.00; 1 lb., \$18.00.

HYACINTH-FLOWERED

Produces one long non-branching spike.

Dark Blue Lavender Pink
Purple White Mixed

Prices above 6, each: tr. pkt., 50c;
¼ oz., \$1.00; 1 oz., \$3.00; 4 ozs., \$10.00.

REGAL TYPE

- Regal White. Heavily doubled, pure white flowers on compact spikes.
- **Regal Rose.** Rich, deep rose with fine, heavy spikes and large, double florets.
- **Regal Salmon-Pink.** See 7 Best, above.

Prices above 3, each: tr. pkt., 40c;
½ oz., \$1.00; 1 oz., \$1.80; 4 ozs., \$6.00; 1 lb., \$18.00.

Dwarf (Bedding) Marigolds

(9000 seeds per oz.)

"SIX BEST" FOR BEDDING

- **Spry.** Extra dwarf and free flowering. Medium small Anemone type with golden crest and dark red guard petals.
- **Ball Dwarf Harmony.** The medium small Anemone type flowers of this fine dwarf variety present a striking contrast in bright orange and velvety maroon.
- **Butterball.** A very choice, fairly dwarf, Anemone-flowered variety. Crest and guard petals a light golden or butter-yellow faintly tipped with maroon.
- **Sunkist.** Uniformly dwarf and compact with solid, deep golden orange, Anemone type flowers about an inch in diameter.
- **Yellow Pygmy.** Excellent very free flowering dwarf Marigold, 6 to 8 in. Double lemon-yellow and practically 100% true.
- **Scarlet Glow.** Bright bronzy red, double flowers 1½ to 2 inches across are borne on dwarf plants.
- **6 Best Dwarf Mixed.** Our own carefully balanced mixture of the above six.
Prices above 7, each: tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.85; 4 ozs., \$6.00.

OTHER BEDDING VARIETIES

Doubles

- **Cupid Orange.** (New—pictured at right.) Identical to Cupid Yellow except for its orange flowers. Tr. pkt., 50c; ⅛ oz., 90c; ¼ oz., \$1.75; 1 oz., \$5.00.
- **Cupid Yellow.** Dwarf in habit with 2-inch primrose-yellow Chrysanthemum-like flowers. Odorless foliage.
- **Cupid Mixed.** Mixture of orange, gold and yellow shades.
Prices above 2, each: tr. pkt., 40c; ⅛ oz., 80c; ¼ oz., \$1.50; 1 oz., \$4.50.

- **Color Magic.** (Below, right.) Bushy growing plants, similar in habit to the popular Spry, but with fully double, 1½-inch flowers in rich shades of yellow and orange irregularly marked dark red. Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.00.

Harmony Hybrids. A mixture of colors in this dwarf double type. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75; 4 ozs., \$5.00.

Sunny. Similar to Naughty Marietta, but with single, clear yellow flowers. Tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.85; 4 ozs., \$6.00.

Golden Harmony. Very similar to Harmony in flower type and habit but a solid bright golden yellow.

Harmony. Attractive Anemone type flowers; orange crest and maroon guard petals.

Melody. A solid clear brilliant orange Anemone-flowered type.

Pot O' Gold. Deep orange. Large flowers loosely formed with full centers and broad, overlapping petals. 12 to 15 inches.

Primrose (Improved Pallida). Dwarf plants with fully double flowers an inch in diameter. Color is a rich golden yellow.

Robert Beist. Dwarf double, deep rich mahogany-red. Nice.

Royal Scot. Fully double flowers striped gold and mahogany.

Dwarf French Double Mixed. Mixture of dwarf double sorts.

Monarch Mixed. A bright mixture of fully doubles.

Prices above 9, each: tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

Rusty Red. (New.) Large, rust-red, fully double flowers, 2 inches across, are freely borne on medium dwarf plants. Try this in place of Robert Beist.

Tangerine. 2-inch double flowers of bright tangerine-orange. About 15 inches tall.

Prices above 2, each: tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.00.

Single Varieties

- **Naughty Marietta.** An improved Legion of Honor. Semi-dwarf, bushy plants with finely netted leaves. Freely produces 2-inch, single, golden yellow flowers, each with an attractive dark red eye. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75; 4 ozs., \$5.50.

Firecross. Dwarf single. Orange with brown center.

- **Flash.** Single mahogany flowers with golden yellow margins are freely produced on medium dwarf plants.

Gnome. (Little Giant Improved.) Ball-shaped plants with fern-like foliage. Plants are covered with small, single, bright yellow, orange-eyed flowers.

Red Head. A fairly dwarf Anemone-flowered variety with orange crest, tipped maroon, and copper-red to mahogany guard petals.

Dwarf Single Formula Mix. (New.) Formula mixture.

Prices above 5, each: tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

NEW DWARF MARIGOLDS

Ursula. Dense, rounded, free flowering plants with fine, lacy foliage. ⅝ inch, single, 5-petaled, golden orange flowers with deeper center. Foliage has a pleasant, lemon-like odor. Very attractive.

Lulu. Same as above, but flowers are lemon-yellow.

Prices above 2, each: tr. pkt., 40c; ¼ oz., \$1.20; 1 oz., \$3.60.



CUPID ORANGE

COLOR MAGIC (Below)



Tall (Cutting) Marigolds

(10,000 seeds per ounce)

Most any grower will find a spring crop of cut-flower Marigolds quite profitable. A January or February sowing, spaced about 4x5 inches and grown single stem, will flower April and May. The All-Doubles and Carnation-Flowered types are most popular, but be sure and include some of the Chrysanthemum-flowered Mission Giants for their excellent novelty value.

"FIVE BEST" FOR CUTTING

- **Ball Giant Orange.** Similar in type to All-Double Orange but somewhat larger flowered and of a more uniform deep, bright orange color. This in our opinion, is the most profitable cut-flower variety on the list.
- **All-Double Orange.** This belongs to the Fistulosa or large flowered, solid quilled-petal type. Produces nearly 100% double flowers, being preferred to Prince of Orange on this account. An excellent, long stemmed cut-flower strain.
- **All-Double Lemon.** Identical to the above, but a clear lemon-yellow.
- **Gold Improved.** The popular Carnation-flowered intense orange with odorless foliage. Excellent for greenhouse forcing.
- **Yellow Supreme.** Similar to Gold Improved but with flowers a rich creamy yellow. Odorless foliage.
- **Five Best Cutting Mixture.** Our own carefully compounded formula mixture of the above varieties balanced according to their commercial value.

Prices above 6, each: tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.75; 4 ozs., \$6.00.

OTHER CUT-FLOWER VARIETIES

Guinea Gold. A Carnation-flowered golden orange; long-stemmed. Freely produces loosely-petalled 3-inch flowers.

Lemon Queen Improved. Same as Prince of Orange but a bright lemon-yellow.

Orange Sunset. A deep golden orange selection from Sunset Giants. A first class variety.

Riverside Beauty. Large, sulphur-yellow flowers with fluted and ruffled petals.

Sunset Giants. An extra large Carnation-flowered strain. Long-stemmed and the largest flowered variety we know of. Ranges from lemon to deep orange and is around 65% to 75% true to type.

All-Double Mixture. A mixture of All-Double Orange and Lemon, with some intermediate shades.

Prices above 6, each: tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.75; 4 ozs., \$6.00.

Fluffy Ruffles (New). 24 in. Similar to Frills, but larger flowered. Rather late blooming in our '52 trials. Tr. pkt., 40c; ¼ oz., \$1.40; 1 oz., \$4.20.

ODORLESS VARIETIES

(See also Yellow Supreme and Gold Improved in 5 Best.)

Golden Supreme. A golden yellow Carnation-flowered Marigold. Color between Gold Improved and Yellow Supreme. Odorless.

Frills. 2 ft. Large flowered golden orange with petals attractively frilled and waved. Very graceful appearance. Useful for cutting. Odorless.

Prices above 2, each: tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.75; 4 ozs., \$6.00.

Odorless Carnation-Flowered Mixture. Ranges in color from deep orange to light yellow. Carnation-flowered. Tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.65; 4 ozs., \$5.50.

Chrysanthemum-Flowered Types

- **Glitters.** Large, Chrysanthemum-like flowers of soft golden yellow on long, strong stems. Long blooming period. Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.00.



ALL-DOUBLE LEMON (top)
ALL-DOUBLE ORANGE (below)

- **Happiness.** Early, and blooms very profusely with 2½ in. 'Mum-type flowers of rich golden yellow produced throughout the summer. The bushy growth makes a fine bedding show. Height 16 to 18 in. Tr. pkt., 40c; ¼ oz., 75c; 1 oz., \$2.50.

- **Mammoth Mum.** The largest of the Chrysanthemum-flowered Marigolds. Light sulphur-yellow. Tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$3.00.

Limelight. Primrose-yellow, Chrysanthemum-like flowers, 2 inches across, are freely produced on 20-inch plants. Tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.75; 4 ozs., \$6.00.

Mission Giants

Produces almost perfect ball-shaped, Chrysanthemum-like blooms about 3 inches in diameter. Exceptionally vigorous and free branching in growth and well suited for either spring greenhouse or outdoor culture.

Goldsmith. A very attractive light golden orange in this popular class. Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.50.

Yellowstone. Same as above but a pleasing clear yellow. Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.50.

Mission Giant Mixed. A well-balanced mixture in this new type; ranges from deep orange to light yellow. Tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.75; 4 ozs., \$6.00.

Winter Flowering

This class is for winter flowering from a fall sowing and will not flower during summer.

Colorado Sunshine (New). Loosely formed, double, 3-4 inch, butter-yellow, Carnation-flowered. Classed as a winter flowering variety, but it is also fine for outdoor culture. Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.

Lieb's Brown and Gold. Golden yellow crest, with mahogany guard petals.

Lieb's Winter Sunshine. Solid golden yellow.

Prices above 2, each: tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.75; 4 ozs., \$6.00.

Golden Trumpet. Odorless. Pure yellow; outer petals are bell-shaped and stand out individually. Tr. pkt., 35c; ¼ oz., 80c; 1 oz., \$2.40.

ANNUALS—Continued

MORNING GLORY (Ipomoea)

650 S. These vines are easily grown and most varieties are profuse bloomers if grown in soil of low fertility and not over-watered.

Blue Star. Clear, light blue with 5 mid-blue stripes radiating from near throat to petal tips. Tr. pkt., 40c; ¼ oz., 80c; 1 oz., \$2.40.

● **Crimson Rambler.** Freely produced flowers are a bright crimson-red with white throat. A vigorous grower, but flowers are somewhat smaller than the following 2 varieties. Tr. pkt., 20c; ¼ oz., 30c; 1 oz., 90c.

● **Pearly Gates.** A fine, clear white Morning Glory with slight cream shading to throat. Similar to the popular Heavenly Blue in habit but not quite as early flowering. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.65; 4 ozs., \$5.50.

● **Heavenly Blue.** Clark's Mammoth Early Free Flowering Strain. The popular bright blue shade that is a solid sheet of vivid color all summer. Can be forced into flower for spring sales in 3- or 4-in. pots from a sowing made 8 to 10 weeks previously. Tr. pkt., 20c; 1 oz., 75c; 4 ozs., \$2.25.

Cornell. A large flowered, bright carnelian red with white edge. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.65.

Scarlett O'Hara. 650 S. Vivid crimson-scarlet. Tr. pkt., 20c; ¼ oz., 45c; 1 oz., \$1.25.

MYOSOTIS (Forget-Me-Not)

● **Ball Early.** 42,000 S. Free flowering, spring blooming plants of this always popular bright blue flower can be had from a sowing made as late as January. Our early flowering strain should not be confused with the other types listed with the perennials. Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.25.

Hardy Myosotis. See page 58.

NASTURTIUM

No retail grower should be without at least a small greenhouse planting of double Nasturtiums. Their richly colored, long-stemmed, fragrant flowers are valuable for cutting and the dwarf type is well suited for combinations or window boxes.

DOUBLE GLEAM TYPE. 175 S. Of trailing or climbing habit. Vigorous growers; fine for cutting or window boxes.

● **Golden Gleam.** The original Gleam Nasturtium; golden yellow.

● **Scarlet Gleam.** Same as preceding but a brilliant scarlet.

● **Gleam Hybrids.** A brilliant mixture of all double varieties.

Prices above 3, each; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.00.

DWARF DOUBLE TYPE. 175 S. Fully as double and large as the Gleam type, the following varieties are of a very attractive, dwarf compact, rounded growth. 12 to 15 in. high.

Golden Globe. Same color as Golden Gleam.

Scarlet Gem. Brilliant scarlet.

Mixture of all colors in this dwarf class.

Prices above 3, each: 1 oz., 35c; 4 ozs., \$1.20; 1 lb., \$3.60.

● **Cherry Rose.** Bright, new color. Very compact and exceptionally free flowering. 1 oz., 35c; 4 ozs., \$1.20; 1 lb., \$3.60.

SINGLE VARIETIES. 225 S.

Dwarf Mixture of all colors in the dwarf class.

California Giant Single Mixture of colors in the tall, trailing class.

Prices above 2, each: 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.00.

NEMOPHILA

INSIGNIS (Baby Blue Eyes). 16,000 S.

Blue. Small, brightly colored flowers are borne in profusion on 6-in. plants. Tr. pkt., 20c; 1 oz., 45c.

NAEGELIA (Temple Bells)

Art Shades. Dwarf plants with Gloxinia-like leaves and clusters of slender, tubular flowers in shades of pink, red, yellow and orange; all with spotted throats. This showy pot plant requires the same culture as Gloxinias. Tr. pkt., \$1.50.



NAEGELIA

NEMESIA (Strumosa Suttoni)

GRANDIFLORA. 90,000 S. Large flowered and long-stemmed. 14 to 16 in. Fine for spring cutting and combination work.

Mixture of all colors in this tall class. Tr. pkt., 25c; ½ oz., 60c; 1 oz., \$2.00.

NANA COMPACTA. Of more dwarf habit, 6 to 8 in.

Blue Princess. Blue.

Fire King. Cerise-scarlet.

Orange Prince. Rich orange.

Triumph Mixed. A very attractive mixture with a wide range of colors.

Prices above 4, each: tr. pkt., 35c; ½ oz., 75c; 1 oz., \$2.50.

NICOTIANA (Flowering Tobacco)

50,000 S. Sweet scented and showy.

● **Orange Blossom (Suaveolens).** 18 in. A dwarf and compact small-flowered white. Tr. pkt., 30c; ¼ oz., 85c.

AFFINIS.

● **Crimson Bedder.** 15 in. Compact, very free flowering. Deep crimson-red. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

White. 36 in. Large flowered. Tr. pkt., 20c; 1 oz., 75c.

Hybrids Mixture. A hybrid mixture of many shades in the tall large flowered type. Tr. pkt., 20c; 1 oz., 75c.

● **Sensation Mixed (Daylight Strain).** 24 in. The flowers of these new Nicotiana hybrids have the unique feature of remaining open all day, even in brilliant sunshine. They have the same delightful evening scent as the older types, while the colors range from white through many shades of cream and pink to purple and deep crimson. Plants are bushy in habit, ideal for bedding. Tr. pkt., 40c; ¼ oz., \$1.00; 1 oz., \$3.25.

NIEREMBERGIA

● **Purple Robe.** 5500 seeds per ½ oz. A first class bedding or edging plant. The 1-inch, deep violet-blue flowers are lavishly produced on dwarf plants throughout the summer. Retains its brilliance without fading under strong sunlight. Tr. pkt., 50c; ½ oz., \$1.75; ¼ oz., \$3.25.

NIGELLA

Miss Jekyll (Love-in-a-Mist). 11,000 S. Cornflower-blue. Tr. pkt., 30c; 1 oz., \$1.20.

TRY THIS

Offer your customers a selection of Herbs for their gardens or window sills. Herbs are becoming increasingly popular and are easily grown. See page 64 for complete list.

Profitable Pansies



FELIX PANSY

The newest development in Pansies in a decade.
We offer only the originator's seed.

25,000 S. Remarkable strides in Pansy breeding have been made within the past few years. Although they've been popular favorites for generations, at no time has there been as much interest in Pansies as there is today. And Pansy breeders are largely responsible for this great increase in their popularity. Through our extensive travels among specialty producers of Pansy seed, and our exhaustive trials of different strains (over 70 last year), we feel confident that this list includes the world's finest. Better try some of the newer things offered here.

Pansies sown during January in the central and northern states will make fresh, vigorous flowering plants in April grown at 50° after transplanting into bands or PlanTrays. Use soil low in nitrates. The different, healthy appearance compared to "basket" Pansies will increase your profits, and give your customers earlier and better looking plants. Try it for yourself. See pages 48-50 for bands and PlanTrays.

"FOUR BEST"

- **Ball Giant Mixture.** This is our most popular bedding Pansy mixture. We blend this ourselves, using the best available strains of Swiss Giants, adding separate varieties to insure a good balance of colors. Tr. pkt., 65c; 1/8 oz., \$1.40; 1/4 oz., \$2.75; 1 oz., \$9.00; 4 ozs., \$33.00.
- **Canadian Giants.** This selection from Maple Leaf Giants contains some of the largest flowers in Pansies. Tr. pkt., \$1.00; 1/8 oz., \$1.85; 1/4 oz., \$3.30; 1 oz., \$11.00.
- **Roggli Giant Elite Mix.** (Pictured on opposite page.) A choice Swiss bedding strain, predominating in rich red and bronze shades with the typical, large, deep blotches. The finest large flowered Pansy. We supply originator's imported seed only. Tr. pkt., \$1.50; 1/8 oz., \$3.75; 1/4 oz., \$7.00; 1 oz., \$22.00.
- **Steele's Jumbo Mixture.** We handle the originator's seed of this popular American strain. Tr. pkt., \$1.25; 1/8 oz., \$3.35; 1/4 oz., \$5.60; 1/2 oz., \$9.75; 1 oz., \$17.75.

America. An exceptionally free flowering mixture with medium sized blooms. Dwarf and extra early. Tr. pkt., 65c; 1/4 oz., \$2.75; 1 oz., \$10.00.

- **Ball Giant Mixture Dwarf Strain.** A fine Swiss Giant strain selected for dwarf and compact habit. Tr. pkt., 65c; 1/8 oz., \$1.40; 1/4 oz., \$2.75; 1 oz., \$9.00; 4 ozs., \$32.00.

Ball Winter Flowering. A tall growing winter cut-flower variety; at its best from a late summer sowing. Not for bedding. 1/2 tr. pkt., 65c; tr. pkt., \$1.10; 1/8 oz., \$2.75; 1/4 oz., \$5.00.

BUTTERFLY HYBRIDS

Ruffled 2 1/2-3-in. flowers, including unusual apricot, terra cotta and rosy orchid shades, are freely produced on vigorous plants. Originator's seed only. Tr. pkt., \$1.25; 1/8 oz., \$3.35; 1/4 oz., \$5.60; 1/2 oz., \$9.75; 1 oz., \$17.75.

- **Engelmann's Giant Mixture.** A large flowered and brightly colored strain, many being penciled or veined. Fairly compact growth. We offer originator's seed only. Tr. pkt., \$1.00; 1/4 oz., \$4.00; 1 oz., \$14.00.



- **Felix.** Rich, unusual colors including purple, apricot and wine shades together with tawny and smoky bronze tones. Each flower is marked with dark "whiskers" and the over-all effect is quite striking. We offer only the originator's true-to-type seed with well ruffled flowers of good size on fairly dwarf plants. Tr. pkt., \$1.00; 1/8 oz., \$2.20; 1/4 oz., \$4.00; 1 oz., \$12.00.

Fluffy Ruffles. The medium sized flowers of this imported strain are attractively ruffled and frilled, and the color range is varied and appealing. Tr. pkt., 65c; 1/4 oz., \$2.75; 1 oz., \$9.00.

Geneva Giants. A taller, vigorous-growing American strain of Swiss Giants. Tr. pkt., 85c; 1/4 oz., \$3.00; 1 oz., \$10.00.

Improved Swiss Giants. Predominates in rich bronze and red shades. Tr. pkt., 65c; 1/4 oz., \$2.75; 1 oz., \$9.00.

"101" Giant Mixture. A choice bedding and basket Pansy of the "English" type. Large flowers in a wide color range on compact plants. Tr. pkt., 75c; 1/8 oz., \$2.00; 1/4 oz., \$3.50; 1 oz., \$12.00.

Maple Leaf Giants. An excellent, extra large flowered strain. Heavy growth with good stems. Tr. pkt., 65c; 1/8 oz., \$1.65; 1/4 oz., \$3.00; 1 oz., \$10.00.

Oregon Giants. A complete mixture of long-stemmed, large flowered Giant Ruffled Pansies. Originator's seed. 200 seeds, 50c; 600 seeds, \$1.25; 1/4 oz., \$4.00; 1 oz., \$12.00.

- **Ruffled Rainbow.** An unusually uniform dwarf mixture characterized by medium large flowers with distinctly ruffled petals and a wide range of colors. Tr. pkt., \$1.00; 1/8 oz., \$2.75; 1/4 oz., \$5.00; 1 oz., \$15.00.



- **Tigress.** "Miniature Pansies." The flowers of this European novelty are produced in great abundance, and the effect is most unusual. Reds, yellows, orchids and purples in novel striped and blotched arrangements of at least 3 colors create a striking appearance. This also has a very distinct and fine fragrance. Tr. pkt., 50c; 1/4 oz., \$1.75; 1 oz., \$5.00.

Sell Separate Color Pansies

Blue Butterfly. Blue and white. An improved Lord Beaconsfield. Tr. pkt., \$1.00; 1/8 oz., \$2.75; 1/4 oz., \$5.00; 1 oz., \$15.00.

Alpenglow. Mahogany with dark center.

Berna. Dark velvety blue.

● **Coronation Gold.** Finest, clear golden yellow.

Delft Blue. Porcelain-blue; a prized and unusual Pansy color. Flowers rather small. Particularly free flowering.

Firebeacon. Bright, flaming orange with dark center.

Giant Orange. Light orange; similar in color to Viola Apricot.

Jet Black. 80% of the flowers are a true black throughout the spring, the purple undertone not becoming apparent until hot weather. Unusual grown with white Pansies. Typical Swiss flower size.

● **Lake of Thun.** Large flowered blue with darker center.

Mont Blanc. Ivory-white with small yellow eye.

● **Raspberry Rose.** Soft pink with contrasting velvety blotch in deeper tone.

Redwing. Red and yellow petals, dark center. Originator's seed.

Rhinegold. Large flowered yellow with dark center.

Prices last 12, each: tr. pkt., 80c; 1/8 oz., \$2.00; 1/4 oz., \$3.50; 1 oz., \$11.00.

Redskin (New). Solid dark red. Tr. pkt., \$1.00; 1/8 oz., \$3.00; 1/4 oz., \$5.00; 1 oz., \$18.00.

Paper White. (New.) A pure white, rather than the ivory shade of Mont Blanc, with small yellow eye. Very outstanding in our trials. Tr. pkt., \$1.00; 1/8 oz., \$3.00; 1/4 oz., \$5.00; 1 oz., \$18.00.

Originator's Separate Colors

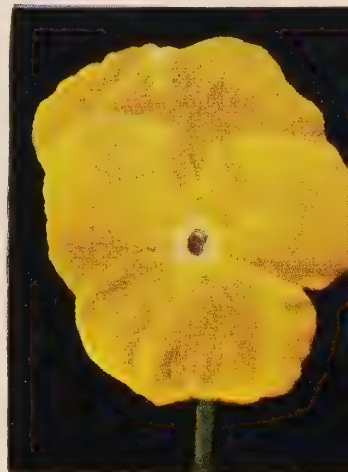
We have definitely proved by thorough comparative flowering trials at West Chicago the general superiority of these originator-grown Swiss Giant Pansies. For flower size, uniformity of color and habit, they are the finest separate color Pansies available.

- **Eiger (Rhinegold).**
- **Hohenfeuer (Firebeacon).**
- **Blumlisalp (Raspberry Rose).**
- **Berna, Originator's**
- **Alpengluhn (Alpenglow).**
- **Jungfrau.** White.
- **Monch (Coronation Gold).**
- **Thunersee (Lake of Thun).**
- **Roggli Giant Elite Mix (See 4 best, opposite page).**
- **Roggli Straight Color Mix.** Our own mixture of the above Roggli separate colors, blended by formula.

Prices above 10 varieties, each: tr. pkt., \$1.50; 1/8 oz., \$3.75; 1/4 oz., \$7.00; 1 oz., \$22.00.



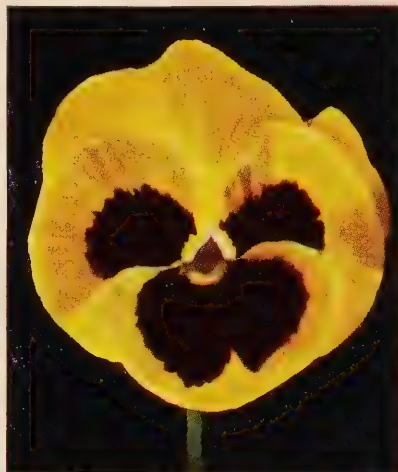
LAKE OF THUN



CORONATION GOLD

ROGGLI GIANT ELITE MIXTURE (Below)

Consistently the top quality Pansy in our flowering trials. Features deep, rich colors, heavy petals, large flower size. See above for prices.



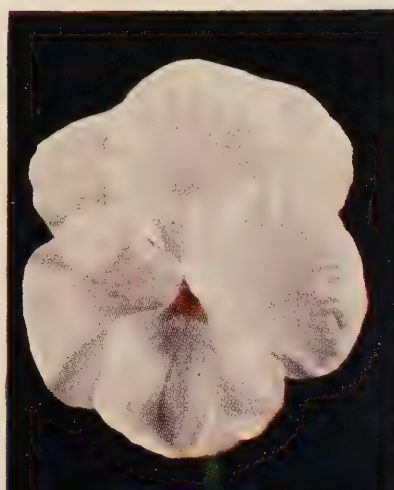
RHINEGOLD



RASPBERRY ROSE

MONT BLANC

ALPENGLLOW





PHLOX GLOBE

An entirely new annual Phlox. Plants branch fully from the base of the plant, creating a beautifully rounded, uniform shape. This fullness of plant form is striking, and the vital distinction between Globe and other annual Phlox. Very showy and excellent for bedding.

PASSIFLORA

Coerulea (Passion Flower). Greenhouse climber with large, blue flowers surmounted by a purple and white crown. Tr. pkt., 40c; 1/8 oz., 90c; 1/4 oz., \$1.65; 1 oz., \$5.00.

PENTSTEMON (Beard Tongue)

Sensation Mixture. 55,000 S. 2 ft. Attractive bell-shaped flowers produced on good spikes in an exceptional range of colors. Much used for bedding or in borders. Used as an annual or perennial. Tr. pkt., 40c; 1/4 oz., \$1.00; 1 oz., \$3.25.

PEPPER, CHRISTMAS (Capsicum)

9,000 S. Sow April to June and carry along indoors for Christmas.

Ball Christmas Pepper. Compact plants with a profusion of cone-shaped fruit that is first green, later turning purple and then red. Tr. pkt., 50c; 1/4 oz., \$1.50; 1 oz., \$4.75.

● **Candle Pepper**. (Craigi Christmas Pepper). Similar to Ball Christmas Pepper, but the plants are smaller leaved. Small fruit, very freely produced well above the foliage, turns from white to brilliant red. Tr. pkt., 50c; 1/4 oz., \$1.50; 1 oz., \$4.75.

Cherry, Christmas. See page 18.

Love Apple. See page 25.

PETUNIAS

See pages 2 to 9.

PLUMBAGO

Capensis. 2000 S. 1 1/2-inch flowers of clear azure-blue are borne on terminal spikes. 100 seeds, 90c; 1000 seeds, \$8.00.

ANNUALS—Continued

PHLOX DRUMMONDI

14,000 S. Annual Phlox are among our most showy bedding items and are more popular today than ever before. Because they don't transplant well, seed should be sown direct in small pots or plant bands, or drilled outside.

● **Globe Mixed**. ALL-AMERICA SELECTION (New). Pictured at left. Plants branch fully from the base of the plant, creating a beautifully rounded, uniform shape. Very showy and excellent for bedding. Tr. pkt., 75c; 1/8 oz., \$2.20; 1/4 oz., \$4.00; 1 oz., \$12.00.

GRANDIFLORA. 15 to 18 in. Fine, free flowering bedding and border material. Also nice for cutting.

Chamois Rose. Light creamy pink with white center.

Coccinea. Crimson-red.

Isabellina. Light creamy yellow.

Rosea. Medium rose-pink.

● **Violet**. Try this with white or yellow.

White. A clear, even white.

Prices above 6, each; tr. pkt., 40c; 1/4 oz., 80c; 1 oz., \$2.50.

● **Special Mixture** of all colors in this tall class. Tr. pkt., 30c; 1/4 oz., 60c; 1 oz., \$2.00.

Cuspidata Mixture (Star of Quedlinburg). A mixture of star-shaped flowers. Tr. pkt., 30c; 1/4 oz., 60c; 1 oz., \$2.00.

GRANDIFLORA GIGANTEA. Somewhat stronger in growth and larger flowered than the above.

Red Glory. A bright red with large contrasting white eye.

Rosy Morn. A particularly bright, clear rose-pink with large white eye.

Salmon Glory. Rich, soft salmon with white eye.

● **Art Shades Mixture**. Mixture of pastel shades; white eyes.

Prices above 4, each; tr. pkt., 45c; 1/4 oz., \$1.10; 1 oz., \$3.30.

NANA COMPACTA. 6 to 8 in. Of dwarf compact growth, fine for low bedding and border work.

● **Fireball**. A real fiery scarlet.

Sky Blue. Clear soft blue with white eye.

Snowball. Good clear white.

Salmon Rose. (Formerly Chamois). A warm, rich color.

Apricot. Deeper than Isabellina.

Isabellina Dwarf. Soft, buff-yellow.

Violet. An attractive, rich color.

Prices above 7, each; tr. pkt., 40c; 1/4 oz., \$1.00; 1 oz., \$3.25.

● **Mixture**. Dwarf mix. Tr. pkt., 35c; 1/4 oz., \$1.00; 1 oz., \$3.00.

Beauty Mixed (Sutton's). A compact and very free flowering strain with large blooms. Excellent for pot plants, combinations or bedding. Tr. pkt., 45c; 1/4 oz., \$1.10; 1 oz., \$3.30.

Cecily Mixed. A very popular semi-dwarf mixture. Tr. pkt., 35c; 1/4 oz., \$1.00; 1 oz., \$3.00.

Pinks. See Dianthus, pages 22 and 55.



SAINTPAULIA BLUE FAIRY TALE

This is an exceptionally free flowering, fast growing strain of blue Violet which is imported from Europe. SEE NEXT PAGE.

POPPY

ICELAND (*P. Nudicaule*). 275,000 S. The standard type for spring greenhouse forcing. Sow either direct or in pots and transplant.

● **Sandford's Giants.** A fine standard hybrid strain. Brilliant color mixture. Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.50.

SHIRLEY (*P. Rhoëas*) 70,000 S.

Formula Mixture of all colors in the single Shirley class. Tr. pkt., 30c; 1 oz., 90c.

Double Mixed. Shirley Hybrids. Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.25.

Oriental Poppies. See page 59.

PORTULACA (Moss Rose)

280,000 S. Very excellent, easily grown outdoor bedding plant. Will flower 30 to 45 days from sowing in late spring or early summer.

Single Mixture. Tr. pkt., 25c; ¼ oz., 70c; 1 oz., \$2.35.

● **Double Mixture.** (Pictured at right.) Special mixture of brilliant colors. Produces 85 to 90% true double flowers. Tr. pkt., 30c; ¼ oz., \$1.25; 1 oz., \$3.75.

Single Jewel. Extra large flowers of glowing crimson. Tr. pkt., 50c; ⅛ oz., \$1.00; ¼ oz., \$1.80; 1 oz., \$5.50.

PRIMULA MALACOIDES

12,000 seeds per ½ oz. Seed may be sown from May until October for spring blooming in various sizes. Malacoides are easily grown after they get started, but they will not tolerate fertilized soil in the seed flat or early stages of growth.

● **No. 32 Glory of Riverside Imp.** An excellent variety with freely produced beautiful salmon-rose flowers.

No. 41 White Giant. The finest pure white available; large flowers and heavy stems.

No. 43 Brilliancy Imp. Large flowers of rich wine-red.

No. 51 Mrs. Eriksson of Riverside. Large flowers of glowing rose on compact plants of medium height.

No. 62 Ball Lavender. Bright orchid-lavender. Many flowers attractively fringed.

No. 50 Mixture. Our own balanced formula mixture.

Prices above 6, each: tr. pkt., \$1.25; ¼ oz., \$2.75; ½ oz., \$5.25.

No. 64 Red Velvet. Newly opened flowers are a bright coral-rose changing to deep, velvety crimson-red as they mature. Tr. pkt., \$1.50; ¼ oz., \$2.50.

DOUBLE MALACOIDES.

Fairy Jewels. Double pink. Tr. pkt. (1000 seeds), \$1.50; ¼ oz., \$2.50.

PRIMULA OBCONICA

4000 seeds per ½ oz. This brightly colored class excels all other Primulas in large flower size. Sow from January on for Christmas and later.

● **Fasbender's Red.** An outstandingly fine, extra large flowered deep crimson-red.

Better Days. Bright carmine-red.

Mohnstein's Red. (Atrosanguinea). Popular deep red.

● **Mueller's Berlin Rose** (Mueller's Rosea). Soft medium rose.

Salmon-Rose (Lachsrosa). Salmon-rose shades.

Sky-Blue (Coerulea). Clear mid-blue. A choice strain.

Violet Blue. Deep violet.

White. Rather tall growth.

Wyaston Wonder. A special selection of this famous English variety. Vigorous growing, large flowered bright crimson.

● **Formula Mixture.** Carefully blended from above colors.

Prices last 10, each: tr. pkt., \$1.25; ¼ oz., \$2.75; ½ oz., \$5.00.



PORTULACA,
DOUBLE MIXTURE

PRIMULA CHINENSIS (Chinese Primula)

A popular class with many retail growers. Very colorful and showy. Sow from March on for Christmas and later.

Kardinal. Vivid, intense orange. Tr. pkt., \$1.50; ¼ oz., \$5.00.

Special Mixture. A choice assortment of colors. Tr. pkt., \$1.25; ½ oz., \$3.75.

Hardy Primulas. See page 59.

QUEEN ANNE'S LACE FLOWER

36,000 S. 24 in. Large heads of white flowers in umbels, similar to Didiscus. Nice filler for basket work. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.10.

RANUNCULUS

Giant Mixed. 57,000 S. Double flowers in shades of yellow, orange and red. Tr. pkt., 50c; ⅛ oz., \$1.10; ¼ oz., \$1.90; 1 oz., \$6.00.

RICINUS (Castor Bean)

Very fast growing, tall, large-leaved plants. Good for tall hedges and windbreaks.

Crimson Spire. 75 S. 8 ft. Bronzy red foliage with crimson stems and red fruit. 1 oz., 45c; 4 ozs., \$1.40; 1 lb., \$4.50.

Zanzibariensis Mixed. 25 S. 10 ft. Foliage all green. 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.00.

RUDBECKIA

85,000 S. Fine outdoor cutting material. Very free flowering in bright yellow, orange and brown shades.

Starlight. The only Rudbeckia strain we have seen that actually produces fully double, Dahlia-like flowers. An attractive mixture of autumn shades flowering on long stems; flower type ranges from nearly single to fully double. Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.25.

SAINTPAULIA

Ionantha (African Violet). Deep blue. Extra fine seed that requires care in germinating. Uniform moisture, a 60° temperature and protection from bright sun are necessary in growing good Saintpaulias. Tr. pkt., \$1.50.

● **Blue Fairy Tale.** Extra free blooming and fast growing. See photo opposite page. Tr. pkt., \$2.00; ¼ oz., \$15.00.

Hybrida Mixed. A choice, large-flowered mixture of colors in many attractive shades. 300 seeds, \$2.00.

ANNUALS—Continued

SALPIGLOSSIS

125,000 S. Salpiglossis furnishes the retail grower with good cutting material either from a January-February sowing indoors or a later one grown outdoors.

EMPEROR. 30 in. The tall kind for cutting.

● **Mixture** of all colors. Tr. pkt., **20c**; ¼ oz., **40c**; 1 oz., **\$1.20**.
DWARF GIANT FLOWERED. 20 in. Fine for bedding and borders.

Mixture of all colors in this dwarf class. Tr. pkt., **25c**; ¼ oz., **45c**; 1 oz., **\$1.50**.

SANVITALIA

Procumbens. 50,000 S. 4 to 5 in. Double creeping Zinnia. Small golden yellow flowers. Very fine, dwarf edging plant. Tr. pkt., **25c**; ¼ oz., **60c**; 1 oz., **\$2.00**.

SAPONARIA

VACCARIA. 5500 S. Gypsophila-like flowers.

Rose **White**

Prices above 2, each: 1 oz., **35c**; 4 ozs., **\$1.00**; 1 lb., **\$3.25**.

Saponaria Ocyroides. See page 59.

SCABIOSA

4500 S. Pleasing colors and long stemmed, free flowering habit make annual Scabiosa a worth-while spring cut-flower item when grown in a cool house. Sow directly in the open for summer cutting. No retail grower should be without some of this.

Ageratum Blue. Large-flowered azure-blue.

Fire King. Bright scarlet.

King of the Blacks. Deep rich maroon.

Rosette. Deep rose suffused with salmon.

● **Shasta Improved.** Fine pure white.

Prices above 5, each: tr. pkt., **20c**; ¼ oz., **30c**; 1 oz., **90c**.

● **Oxford Blue.** Somewhat darker than Ageratum Blue or Blue Moon. Extra large, fully double flowers on fine, long stems. Tr. pkt., **30c**; ¼ oz., **75c**; 1 oz., **\$2.50**.

● **Loveliness.** Extra large flowered, deep salmon-pink. Tr. pkt., **20c**; ¼ oz., **30c**; 1 oz., **90c**.

● **Blue Moon.** Fine lavender-blue color with extra large fully double flowers and long wiry stems. The standard market color. Tr. pkt., **30c**; ¼ oz., **75c**; 1 oz., **\$2.50**.

● **Giant Hybrid Mixture.** A special strain containing only the new large flowered varieties. Well-balanced in good cut-flower colors. Use this mixture if you want only a small planting of Scabiosa for cutting. Tr. pkt., **25c**; ¼ oz., **40c**; 1 oz., **\$1.15**.

DWARF CLASS. For bedding and garden work. The stems are long enough for short-stemmed cut flowers and the shorter plants will hold themselves upright without support.

Heavenly Blue. Clear azure-blue. Tr. pkt., **30c**; ¼ oz., **60c**; 1 oz., **\$1.85**.

Peace. White. Tr. pkt., **30c**; ¼ oz., **60c**; 1 oz., **\$1.85**.

Tom Thumb Mixture. 10 in. Extra dwarf and compact plants for bedding and edging. Mixture of colors. Tr. pkt., **30c**; ¼ oz., **60c**; 1 oz., **\$1.85**.

Perennial Scabiosa. See page 59.

SHAMROCK

True Irish Shamrock. 38,000 S. Sow early in January in Carnation house temperature (cooler after germination) for 2-inch St. Patrick's Day plants; use 3 or 4 seedlings per pot. Our seed is the true Trifolium (clover). Tr. pkt., **20c**; ¼ oz., **35c**; 1 oz., **\$1.20**.

SCHIZANTHUS

60,000 S. A January sowing will produce nice 3-in. plants for spring combinations. Sow September to November for larger pot plants and spring cut flowers.

● **Ball Giant Flowered.** Extra large flowers (often 2 inches in diameter) and unusually brilliant colors. Nice for cutting or makes a choice pot plant if pinched. Tr. pkt., **85c**; ⅛ oz., **\$2.25**; ¼ oz., **\$4.00**.

● **Ball Dwarf Mixture.** A distinctly dwarf growing strain with large compact heads of medium sized flowers. Makes an excellent pot plant. Tr. pkt., **55c**; ⅛ oz., **\$1.65**; ¼ oz., **\$2.75**.

Crimson Cardinal. Large flowers of deep rose-red with velvety crimson centers are produced in great profusion on plants of medium height. Very uniform and true to type. Makes a good cut flower and a striking pot plant if pinched. Imported seed. Tr. pkt., **75c**; ⅛ oz., **\$2.25**; ¼ oz., **\$4.00**.

Ball Brilliant Blend. A carefully blended mixture of fairly tall growing varieties recommended for the grower who grows a limited number of plants and wants a complete mixture. Tr. pkt., **40c**; ⅛ oz., **80c**; ¼ oz., **\$1.40**.

Giant Blotched. Bright colored rose and pink shades, with contrasting dark centers. Somewhat earlier than most strains and a good pot plant if well pinched. Tr. pkt., **55c**; ⅛ oz., **\$1.35**; ¼ oz., **\$2.50**.

SMILAX

4000 S. Well-known greenhouse climbers. Tr. pkt., **40c**; ¼ oz., **80c**; 1 oz., **\$2.50**.

Snow-on-the-Mountain. See Euphorbia, page 22.

SNAPDRAGONS

See pages 36 to 39.

SOLANUM

See Cherries, Christmas, page 18; Peppers, Christmas, page 32.; and Love Apple, page 25.

STATICE

SINUATA. 350 seed heads per oz. This attractive annual is largely grown outdoors for drying, especially in southern localities, but a mid-winter sowing makes a nice late spring greenhouse crop.

Heavenly Blue. Bright, clear sky-blue, the color of Heavenly Blue Morning Glory. Tr. pkt., **50c**; 1 oz., **95c**; 4 ozs., **\$3.20**; 1 lb., **\$9.60**.

Market Rose. Deep rose, a warmer shade than Rosea Superba. Excellent for cutting. Tr. pkt., **30c**; 1 oz., **65c**; 4 ozs., **\$2.20**; 1 lb., **\$6.60**.

● **Market Grower's Blue.** Fine even deep blue. Excellent stock. **Kampf's Tall Improved.** The standard long-stemmed blue.

Lavender Queen. A very pleasing shade of pastel lavender. Fine color and good grower.

Rosea Superba. Rose.

● **Snow Witch.** A clear white selection from the old Sinuata white.

● **Bonduelli Superba.** Similar in type to the Sinuatas but with large yellow flowers.

● **Superb Hybrids.** Contains a much more complete range of colors, from white through chamois, pink, rose, and light blue to deep blue, than has heretofore been possible. In addition, most of the heads are larger and more compact.

Prices above 7, each: tr. pkt., **20c**; 1 oz., **50c**; 4 ozs., **\$1.75**; 1 lb., **\$5.25**.

Suworowii (Russian or Rat-Tail Statice). 12,000 S. A very useful Statice for greenhouse forcing. Tr. pkt., **25c**; ¼ oz., **60c**; 1 oz., **\$1.80**.

Perennial Statice. See page 59.

STOCKS

See page 40.

Salvia

SPLENDENS (Scarlet Sage). 12,000 S. This strikingly colorful, brilliant scarlet annual is popular wherever bedding plants are grown. The following are listed according to flowering dates—earliest first.

Introducing . . .

FIREBALL

The First New and Completely Distinctive Salvia Since St. John's Fire

This year we offer an entirely new, earlier, more dwarf Salvia which should find abundant use where **extra early blooming** (showed color 10 days earlier in our trials than St. John's Fire), more dwarf (10-12 inches) and a unique **base branching, almost spreading habit** is wanted. **Fireball** will bloom early, profusely, and continually until frost.

Exceptionally fine habit for pots!

Especially early blooming for flats!

Makes flatted Salvia sell on sight!

Try **Fireball** along with your regular Salvia offerings this spring. Test this fine new strain for your trade. A very sparse seed yielder. Tr. pkt., **\$2.00**; 1/8 oz., **\$3.75**; 1/4 oz., **\$7.00**; 1 oz., **\$24.00**.



FIREBALL

ST. JOHN'S FIRE

Comparing St. John's Fire, right, and Fireball, left. Note the unique spreading habit of growth of Fireball. It throws side shoots continually throughout the season, producing a lateral type of growth contrasting markedly with St. John's Fire.

● **St. John's Fire.** The most popular dwarf Salvia. About 12 in. high. Tr. pkt., **\$1.00**; 1/8 oz., **\$1.65**; 1/4 oz., **\$2.75**; 1/2 oz., **\$5.00**; 1 oz., **\$9.00**.

● **Blaze of Fire.** The standard extra early strain. Closely follows St. John's Fire in flowering. 14 to 16 in. Tr. pkt., **85c**; 1/4 oz., **\$2.25**; 1/2 oz., **\$3.85**; 1 oz., **\$7.25**.

Firebrand (Early Harbinger). 18 in. Between Blaze of Fire and America in earliness of flowering. Remains in full flower throughout the summer. Tr. pkt., **85c**; 1/4 oz., **\$2.25**; 1/2 oz., **\$3.85**; 1 oz., **\$7.25**.

● **America** (Globe of Fire). 20 in. This is our uniformly true and even stock of this fine variety. Follows Firebrand in flowering date. Tr. pkt., **65c**; 1/4 oz., **\$2.00**; 1 oz., **\$6.00**.

Clara Bedman. A very free-flowering medium tall strain. Tr. pkt., **65c**; 1/4 oz., **\$2.00**; 1 oz., **\$6.00**.

● **Bonfire.** 26 in. Medium tall, very even. Tr. pkt., **65c**; 1/4 oz., **\$1.50**; 1 oz., **\$5.25**; 4 ozs., **\$17.50**.

Splendens Tall. 30 in. The original late flowering species. Tr. pkt., **45c**; 1/4 oz., **\$1.40**; 1 oz., **\$4.50**; 4 ozs., **\$15.00**.

OTHER COLORS

White Fire. A creamy white Salvia, similar in habit to St. John's Fire. Note: white Salvia should be grown under cover or flowers will brown and spot and fall off. Tr. pkt., **\$1.00**; 1/8 oz., **\$3.00**; 1/4 oz., **\$5.00**; 1 oz., **\$15.00**.

Lilac Rose. Several shades deeper than Rose Flame. Similar to Bonfire in habit. Tr. pkt., **\$1.00**; 1/4 oz., **\$2.75**; 1 oz., **\$9.00**.

Rose Flame. Similar in height and flowering season to America, but with a coral-pink calyx surrounding the deeper rose petal tube. A promising deviation from the common scarlet-red of the Splendens class. Tr. pkt., **75c**; 1/4 oz., **\$2.00**; 1 oz., **\$6.00**.

FARINACEA (Blue Salvia). 24,000 S.

Blue Bedder. Medium lavender-blue in color and grows about 3 ft. tall with long stems for cutting. Tr. pkt., **40c**; 1/4 oz., **\$1.25**; 1 oz., **\$4.00**.

● **Royal Blue.** This is our own reselected strain, grown especially for us from an entirely new selection. Color is a true deep blue. We highly recommend this. Tr. pkt., **50c**; 1/4 oz., **\$1.45**; 1 oz., **\$5.00**.

Salvias have come a long way since the original Splendens. Try the new Fireball.

Ball Hybrid Snapdragons

(ANTIRRHINUM)

125,030 S.

Well-grown Snaps are a profitable crop for almost any grower. Modern F₁ Hybrids with their greater vigor and faster growth rate have contributed greatly toward this end. With the advent of single stemmed culture and the new summer flowering greenhouse varieties, it's possible, in all except the hottest areas, to produce Snaps of good quality almost the year around.

We, here at Ball's are proud to have played a prominent part in the development of many of the newer and more profitable F₁ Hybrids. The varieties listed here are the result of a never-ending Snapdragon breeding program with but one goal in mind: **Better Snaps for florists—everywhere!**

YELLOW

- **Golden Spike.** **HYBRID** (Ball Hyb. No. 1). A rich, deep golden yellow with long, tapering spikes and heavy stems. Best yellow for late winter and spring, but should not be flowered before February in the North.

PINK and ROSE

- **Hercules.** **HYBRID** (Ball Hyb. No. 21). Pictured below. Light pink, extra hard stem. Close-set florets, graceful spike, and very clean grower. Midseason.
- **Holiday.** **HYBRID** (Ball Hyb. No. 32—new). A very good midseason pink, near Dorcas Jane in color. Clean growth and fine spike.
- **Pink Cloud.** **HYBRID** (Ball Hyb. No. 3). Medium pink. Early, with long stems, spikes, and really large flowers. May be soft in midwinter; recommended for spring.
- **Pink Monarch.** **HYBRID** (Ball Hyb. No. 4). A rose-pink with large, attractive florets and an exceptionally hard, clean stem. Midseason.
- **Pink Ice.** **HYBRID** (Ball Hyb. No. 31—below). A bright, medium rose with nearly white lips. A clean, strong grower with outstanding flower spikes. Early.

Ball Pink Hyb. No. 2. **HYBRID** Medium pink. Early and productive, but we prefer Hercules and Christina.

- **Showgirl.** **HYBRID** (Ball Hyb. No. 42—new). Medium dark rose. Productive. Midseason.
- **Rosanna.** **HYBRID** (Ball Hyb. No. 9). A deep, bright rose; long tapering spike. Long-stemmed and very productive. Fine for any season.
- **Rosy Dawn.** **HYBRID** (Ball Hyb. No. 41). Solid, heavy spikes of deep rose. Near Christmas Cheer in color, but 3 or 4 weeks later. Midseason. Do not flower before February in the North.

WHITE

- **Pike's Peak.** **HYBRID** (Ball Hyb. No. 10—new). Top quality midseason white with slight ivory cast. Long spikes and sturdy stems.
- **Moonbeam.** **HYBRID** (Ball Hyb. No. 11—new). Ivory. Medium length, well spaced spike. Midseason.
- **Snowman.** **HYBRID** (Ball Hyb. No. 5). Pictured below. This pure white is a top-notch Snap in all ways. We consider it the best white for single stemmed culture, and it is also excellent for a pinched crop. Good producer, hard, clean stem, graceful spike.

BRONZE and RED

- **Indian Chief.** **HYBRID** (Ball Hyb. No. 6). Bright, rich bronze; attractive spike and good floret placement. Deeper and brighter than Barbara. For late winter and spring.
 - **Navajo.** **HYBRID** (Ball Hyb. No. 8). Pictured below. We consider this the finest all-purpose red Snap available. It combines an excellent bright, true Snapdragon red with an extra long spike and hard stem. Blooms with Margaret.
- Ball Red Hyb. No. 7.** **HYBRID** Velvet Supreme color. Early and productive, but we prefer Navajo.

LAVENDER

- **Lavender Lady.** **HYBRID** (Ball Hyb. No. 71). A deep, rosy lavender shade with excellent spikes and stems. This is our finest lavender Snap. For late winter and spring. Pictured below.

MIXED

- **Hybrid Formula Mixed.** **HYBRID** Mixture of Hybrid Snaps. ½ tr. pkt., \$1.75; tr. pkt., \$3.00.

Prices all above Ball Hybrids except Mixture: ½ tr. pkt., \$2.00; tr. pkt., \$3.50.

LAVENDER LADY



HERCULES



SNOWMAN



PINK ICE



NAVAJO



Forcing Snapdragons

COMPLETE LIST OF VARIETIES

Ball "15 Best" Are Indicated by a Dot (•)

ABOUT FLOWERING DATES. In describing the many Snap varieties which we list, we have designated each as early (E), midseason (M) or late (L). This is an arbitrary classification based on our own West Chicago greenhouse trials over a period of years.

From a sowing made August 1, grown on a raised bench as a pinched crop and run 50° nights, those varieties which normally flower by December 15 we classify as early. Those which flower

between December 15 and January 10 we call midseason; while the remainder that flower after January 10 we consider late. Locality and amount of sunshine, of course, have a bearing on flowering dates, too.

It should be borne in mind that while many of the early and midseason varieties are excellent for late flowering if sown later, late varieties cannot be flowered early unless sown in May or June in our locality.

WHITE

Tr. Pkt.

- Pike's Peak. **X(F)HYBRID** (Ball Hyb. No. 10—new). M. White with slight ivory cast. See page I. ½ tr. pkt., \$2.00 **\$3.50**
- Moonbeam. **X(F)HYBRID** (Ball Hyb. No. 11—new). M. Ivory. See page I. ½ tr. pkt., \$2.00 **3.50**
- Snowman. **X(F)HYBRID** (Ball Hyb. No. 5). This pure white is a top-notch Snap in all ways. We consider it the best white for single stemmed culture, and it is also excellent for a pinched crop. Good producer, hard, clean stem, graceful spike. See opposite page. ½ tr. pkt., \$2.00 ... **3.50**
- Apollo. **X(F)HYBRID** (Yoder Bros.). Ivory; yellow lip. Larger flowered and more vigorous than Margaret ... **3.00**
- Citation. **X(F)HYBRID** (New—Yoder Bros.). Ivory ... **3.00**
- Jet Pilot. **X(F)HYBRID** (Yoder Bros.) M. Pure white ... **3.00**
- Junglewood White. L. Extra long stemmed, white. Rather late flowering with us. ½ tr. pkt., \$1.25 **2.00**
- Lucky Strike Imp. M. Long stemmed ivory-white ... **1.50**
- Margaret. M. Clean ivory-white; very productive ... **2.00**
- Maryland White. **X(F)HYBRID** (Winkler). M. Pure white. ½ tr. pkt., \$2.00 **3.50**
- Peace. E. Pure white **1.50**
- Rockwood's Crystal White. L. Pure white. Recommended for late spring and summer only. ½ tr. pkt., \$1.75... **3.00**
- Schlegel's White. E. Vigorous white **1.50**
- Snowdrift. L. Double flowering white. ½ tr. pkt., \$1.75. **3.00**
- Spartan White. **X(F)HYBRID** (New—Mich. State College). E. Clean growing, pure white. ½ tr. pkt., \$1.75. **3.00**
- Tommy Armstrong. L. Pure white. Stems are clean and hard with closely spaced florets **2.00**
- Twenty Grand. **X(F)HYBRID** (Yoder Bros.). M. Ivory; flower similar to Junglewood White **3.00**
- White Wonder Imp. M. This is our own strain **1.50**

LIGHT PINK

- Hercules. **X(F)HYBRID** (Ball Hyb. No. 21.). M. Light pink, extra hard, clean stem. See opposite page. ½ tr. pkt., \$2.00 **\$3.50**
- Chevy Chase Pink. **X(F)HYBRID** (New—Winkler). Bright pastel pink. ½ tr. pkt., \$2.00 **3.50**
- Christina. **X(F)HYBRID** (J. S. Yoder). M. Best all-purpose light pink on our list. ½ tr. pkt., \$2.00 **3.50**
- Kathleen. **X(F)HYBRID** (Hoffman). Light pink. ½ tr. pkt., \$1.75 **3.00**
- Marie Louise. M. A beautiful light shell-pink **2.00**
- Mary Ellen. **X(F)HYBRID** (J. S. Yoder). M. Light pink. ½ tr. pkt., \$1.50 **2.50**
- Maryland Pink Imp. **X(F)HYBRID** (Winkler). E. Creamy light pink. Early and productive. ½ tr. pkt., \$2.00 ... **3.50**
- St. Louis Pink. L. Light pink for spring **1.50**
- Top Flight. **X(F)HYBRID** (New—Yoder Bros.). Light pink. **3.00**
- Tribeek Pink. **X(F)HYBRID** (New—Windmill). Lovely pastel pink. Closely set florets on long, strong spikes. ½ tr. pkt., \$2.00 **3.50**
- Whirlaway. **X(F)HYBRID** (Yoder Bros.). M. Pink with large yellow lip **3.00**

MEDIUM PINK

Tr. Pkt.

- Holiday. **X(F)HYBRID** (Ball Hyb. No. 32—new). M. Medium pink. ½ tr. pkt., \$2.00 **\$3.50**
- Pink Cloud. **X(F)HYBRID** (Ball Hyb. No. 3). M. Medium pink. Recommended for spring. ½ tr. pkt., \$2.00. **3.50**
- Pink Monarch. **X(F)HYBRID** (Ball Hyb. No. 4). L. Rose-pink. For late winter and spring. ½ tr. pkt., \$2.00... **3.50**
- Pink Ice. **X(F)HYBRID** (Ball Hyb. No. 31). E. Bright pink with nearly white lips. See opposite page. ½ tr. pkt., \$2.00 **3.50**
- Ball Pink Hyb. No. 2. **X(F)HYBRID** Medium pink. Extra early and very productive. ½ tr. pkt., \$2.00 **3.50**
- Cheviot Maid No. 33. M. Between rose and pink in color **1.50**
- Crusader. **X(F)HYBRID** (Yoder Bros.) M. Light "Dorcas Jane" pink shade. An excellent midwinter Snap **3.00**
- Dorcas Jane. **X(F)HYBRID** (Burkey). M. Long spikes of silvery pink. ½ tr. pkt., \$1.50 **2.50**
- Gusto. **X(F)HYBRID** (New—Yoder Bros.). Rose-pink .. **3.00**
- New Cincinnati. M. Medium rose-pink **1.50**
- Pink Star. **X(F)HYBRID** (New—Yoder Bros.) Dark pink **3.00**

ROSE

- Showgirl. **X(F)HYBRID** (Ball Hyb. No. 42—new). M. Medium dark rose. Productive. ½ tr. pkt., \$2.00 **3.50**
- Rosanna. **X(F)HYBRID** (Ball Hyb. No. 9). M. A bright, deep rose with long, tapering spikes. ½ tr. pkt., \$2.00. **3.50**
- Rosy Dawn. **X(F)HYBRID** (Ball Hyb. No. 41). Deep rose, Do not flower before Feb. in north. ½ tr. pkt., \$2.00... **3.50**
- Better Times. **X(F)HYBRID** (Windmill). M. Bright cerise-rose. ½ tr. pkt., \$1.25 **2.00**
- Christmas Cheer. **X(F)HYBRID** (Windmill). E. Extra early, productive, bright rose. ½ tr. pkt., \$1.75 **3.00**
- Delworth's Supreme. M. Long stemmed, deep rose ... **1.50**
- Libby. **X(F)HYBRID** (J. S. Yoder). M. Dark rose. ½ tr. pkt., \$2.00 **3.50**
- Maxine. **X(F)HYBRID** (Smith). E. Winter flowering medium rose. ½ tr. pkt., \$1.75 **3.00**
- New Times. **X(F)HYBRID** (New—Pan American). E. Bright deep rose. Medium long spikes with clean, firm stems. ½ tr. pkt., \$1.75 **3.00**
- Peggy Schumann. L. Beautiful creamy rose **2.00**
- Pensive. **X(F)HYBRID** (Yoder Bros.). M. Dark rose... **3.00**
- Pompey. **X(F)HYBRID** (New—Yoder Bros.). Deep rose-pink **3.00**
- Rose Queen. M. Deep rose; an old time favorite **1.50**
- Star Charter. **X(F)HYBRID** (Yoder Bros.) Rose **3.00**
- Spartan Rose. **X(F)HYBRID** (New—Mich. State College). M. Medium deep rose with long, heavy spikes. ½ tr. pkt., \$1.75 **3.00**

NEW DOUBLE SNAP

Sunshine Rose-Pink (Yerxa). A new fully double Snapdragon. Large florets and long spikes. A bright, luminous pink. Bred for high light intensity areas of the West and South. Tr. pkt. (over 500 seeds) **\$5.00**

FORCING SNAPDRAGONS

Complete List, Continued

YELLOW

Tr Pkt.

- **Golden Spike.** **(F)HYBRID** (Ball Hyb. No. 1). A rich, deep golden yellow with long, tapering spikes and heavy stems. Best yellow for late winter and spring. ½ tr. pkt., \$2.00 **\$3.50**
- Day Star.** **(F)HYBRID** (Yoder Bros.). E. Light yellow; prefer War Admiral **3.00**
- Ethel.** M. The most satisfactory self-pollinated yellow .. **1.50**
- Goldrush.** **(F)HYBRID** (Winkler). M. Large flowered medium yellow; a good producer. ½ tr. pkt., \$2.00... **3.50**
- Junglewood Yellow.** M. Rich yellow. ½ tr. pkt., \$1.25.. **2.00**
- Klondyke Supreme.** L. Rich deep yellow. A vigorous growing, large flowered variety **1.50**
- **Patricia.** **(F)HYBRID** (J. S. Yoder). M. Medium yellow. ½ tr. pkt., \$2.00 **3.50**
- Seabiscuit.** **(F)HYBRID** (New—Yoder Bros.). Yellow. War Admiral. **(F)HYBRID** (Yoder Bros.). E. Outstanding in vigor and spike formation. Fine yellow for midwinter **3.00**
- Yellow Peggy Schumann.** L. **2.00**

RED

- **Navajo.** **(F)HYBRID** (Ball Hyb. No. 8). M. We consider this the finest all-purpose red Snap available. See page 36. ½ tr. pkt., \$2.00 **3.50**
- Ball Red Hyb. No. 7.** **(F)HYBRID** E. Early and productive, but we prefer Navajo. ½ tr. pkt., \$2.00 **3.50**
- Priscilla Ann.** **(F)HYBRID** (J. S. Yoder). M. A wine-red, similar to Shisler's Red in color. ½ tr. pkt., \$2.00 **3.50**
- Shisler's Red.** M. Attractive wine-red. True to color and a good, hard stemmed variety for spring **2.00**

BRONZE

Tr. Pkt.

- **Indian Chief.** (Ball Hyb. No. 6). M. Scarlet-bronze. ½ tr. pkt., \$2.00 **\$3.50**
- Afterglow.** M. Bright orange-bronze **1.50**
- **Barbara.** **(F)HYBRID** (J. S. Yoder). M. Large-flowered bronze with pink throat. ½ tr. pkt., \$2.00 **3.50**
- Cavalcade.** **(F)HYBRID** (Yoder Bros.). M. A lively golden bronze, extremely vigorous **3.00**
- Gallant Fox.** **(F)HYBRID** (Yoder Bros.). M. Medium rosy bronze. Very fine **3.00**
- Glorious.** M. Bright reddish bronze for spring **1.50**
- Jubilee.** **(F)HYBRID** (Winkler). M. Light golden bronze. Habit similar to Goldrush. ½ tr. pkt., \$2.00 **3.50**
- Lady Dorothy.** E. Bright orange-bronze. ½ tr. pkt., \$1.75 **3.00**
- Schlegel's Early Bronze.** M. **2.00**
- Sun Briar.** **(F)HYBRID** (New—Yoder Bros.). Dark bronze **3.00**

LAVENDER

- **Lavender Lady.** **(F)HYBRID** (Ball Hyb. No. 71). A deep, rosy lavender shade with excellent spikes and stems. For late winter and spring. See page 36. ½ tr. pkt., \$2.00.. **3.50**
- Ball Lavender.** Rosy lavender. Prefer Lavender Lady **1.50**
- Bold Venture.** **(F)HYBRID** (New—Yoder Bros.). Lavender **3.00**
- Schumann's Lavender.** L. Popular spring variety **2.00**
- Windmiller's Lilac.** M. Long-stemmed rosy lilac **2.00**

MIXTURES

- Hybrid Formula Mixture.** Mixture of Hybrid Snaps. ½ tr. pkt., \$1.75 **3.00**
- Ball Forcing Mixture.** Carefully blended by formula **1.00**

PLEASE NOTE: ½ tr. pkts. available only where listed. If the variety you want is not listed, send us your order and we will get it for you or suggest a satisfactory substitute.

BRIEFS ON SNAP CULTURE

DIRECT BENCHING

... of seedlings is the way in our experience. Definitely superior growth, much less labor. It will work, even in hot weather if care is used.

PINCHING

Wait till breaks show in leaf axils—plant usually 6-8 inches high—then pinch to leave 3 pairs of leaves.

SOWING DATES

The dates given here are intended as suggestions only—based on our experience here in the Midwest. Many things can throw them off. Examples:

1. Hot, dry, bright fall—will bring Christmas crops in early.
2. Dark, cloudy fall-winter delays late winter crops.
3. The tables are based on raised benches, 50° night temperatures most of the winter, at least. 45° nights or ground beds will take longer.
4. Your local climate. Where winters are warm and sunny, winter Snaps will bloom faster.
5. Varieties differ in blooming dates.

Pinched Crops—7x8 inches

50° most of the winter, raised benches, medium early varieties.

Sow	Flower
July 20	Mid-Dec.
Aug. 1	Early Jan.
Aug. 20	Early Feb.
Sept. 5	Early March
Sept. 25	Early April
Nov. 20	Mid-May

Single Stem—3x5 inches

Raised beds, 50° most of the winter.

Sow	Flower
July 20	Nov. 15. Earlier if fall is hot.
Aug. 1	Dec. 15
Aug. 12	Jan. 1
Sept. 1	Feb. 1
Sept. 8	March 1. 1-2 weeks later if very cloudy winter.
Oct. 1	April 1
Dec. 1	May 1
Feb. 1	June 1
April 23	Aug. 1
May 23	Sept. 1

TEMPERATURE

Normal during firing season; nights 50°, cloudy days 57°, sunny days 65°.

SUMMER-FALL SNAPS

... were a dollar-maker again last year. Direct planted, single stemmed, they flower in less than 3 months from benching, are in good demand. Make several sowings so they will keep coming in.

SINGLE STEM

- No-pinch growing seems to be accepted more each year. Reasons:
- A. A quicker crop—gets in up to 2-3 weeks sooner. Bench cuts out faster, more evenly.
 - B. Fewer culls—more uniformity.
 - C. **Controlled** flowering date—by making a succession of properly scheduled sowings, you can be in cut when you want them—or steadily from January to June, as we do.

Outdoor Snapdragons

(175,000 seeds per oz.)

Try the F₁ Hybrids for bedding offered in a mixture and in seven separate colors. Especially nice for cutting. The Dwarf Bedding varieties are valuable and attractive for bedding, being

dwarf, bushy growing, with no tendency to sprawl if not supported. The taller varieties must be supported and protected from strong winds.

"HIT PARADE" OF

F₁ HYBRID SNAPS for BEDDING

For all-purpose bedding Snaps, you can't beat these genuine F₁ Hybrids, especially adapted to bedding conditions. We have added five new separate colors to our list. Try them.

- | | |
|---|-------------------------------------|
| Memory. Medium pink. | Mexicali Rose. (New). Rose. |
| Temptation. Maroon-red. | Harvest Moon. (New). Bronze. |
| Stardust. (New). Yellow. | Bob White. (New). White. |
| Sophisticated Lady. (New). Lavender. | ● Hit Parade. Mixture. |

Prices above 8, each: Tr. pkt., \$1.00; 1/82 oz., \$2.50; 1/16 oz., \$4.50; 1/8 oz., \$8.00; 1/4 oz., \$15.00.

BALL 10 BEST (Rust-Resistant)

- **Alaska** (Tall). The best long-stemmed, clear white variety for cutting.
- **Canary Bird** (Tall). Long-stemmed, clear light yellow. Good cut flower type.
- **Cattleya.** (Tall). Rosy lavender.
- **Cherry-Red** (Medium Tall). A bright, rosy cerise-red with some color variation.
- **Copper Queen** (Tall). Shades of bronzy copper; long-stemmed and attractive.
- **Maximum Crimson** (Tall). A warm, deep glowing crimson, valuable for cutting.
- **Pinkie** (Medium Tall). Lighter than Rosalie; very fine.
- **Rosalie** (Medium Tall). A rich deep rose; fine for cutting.
- **Swingtime** (Tall). Fine, medium light pink with white throat.
- **Yellow Jacket** (Medium Tall). An exceptionally attractive, deep rich yellow.
- **Improved California Mixture.** A carefully blended mixture of the best tall varieties.

Prices above 11, each: tr. pkt., 30c; 1/8 oz., 50c; 1/4 oz., 90c; 1 oz., \$2.80.

COLLECTION. We offer one tr. pkt. each of the 10 Best named varieties above for \$2.70.

TETRAPLOID SNAPS

- **Giant Ruffled "Tetra."** Mixture. Tr. pkt., 50c; 1/8 oz., \$1.25; 1/4 oz., \$2.35; 1 oz., \$9.00.

We are offering this year four separate colors in this fine class of Snaps.

Pink (New). Salmon-pink. Medium tall; huge florets. Tr. pkt., 50c; 1/8 oz., \$1.50.

Rose. Bright rose. Tr. pkt., 50c; 1/8 oz., \$1.50.

White (New). Light creamy white, changing to pure white with age. Tr. pkt., 75c; 1/16 oz., \$2.50.

Yellow (New). Tall, base-branching, clear yellow. Long spikes and large flowers. Tr. pkt., 75c; 1/16 oz., \$2.50.

STANDARD SUMMER SNAPS

TALL (Maximum). The long-stemmed type for cutting.

Campfire (Rust Resistant). Bright scarlet, yellow lip.

Loveliness (Rust Resistant). Soft rose-pink.

Red Cross (Rust Resistant). Striking red, yellow and white.

Yellow Giant (Rust Resistant). Rich yellow.

Mixture (Rust Resistant). Choice colors.

Irish Melodies. Same as **Naramek Mix.** Unusual bicolor shades of lavender, terra cotta, cream, yellow and bronze, flecked and blotched with pink or white. Plenty tall for cut flower use.

Prices above 6, each: tr. pkt., 30c; 1/8 oz., 50c; 1/4 oz., 90c; 1 oz., \$2.80.

- **Velvet Giant.** The rich, velvety crimson-red flowers of this variety are much larger than most outdoor Snaps, and the spikes are heavier. Tr. pkt., 60c; 1/8 oz., \$1.10; 1/4 oz., \$2.00.

Skyscraper Mixture. Pastel shades of ivory, yellow and pink. Tr. pkt., 50c; 1/16 oz., \$1.00; 1/8 oz., \$1.85; 1/4 oz., \$3.25.

Improved California Mixture. See 10 Best.

MEDIUM TALL (Majus Grandiflora).

- **Orange Shades.** Bright and showy; not the usual coppery bronze. Tr. pkt., 30c; 1/8 oz., 50c; 1/4 oz., 90c; 1 oz., \$2.80.

- **Mixture** (Rust Resistant). Balanced mixture. Not quite as long stemmed as the Maximums, but long enough for cut flowers. Tr. pkt., 30c; 1/8 oz., 50c; 1/4 oz., 90c; 1 oz., \$2.80.

HALF DWARF (Majestic).

Mixture (Rust Resistant). Extra large flowered. Tr. pkt., 25c; 1/8 oz., 45c; 1/4 oz., 80c; 1 oz., \$2.80.

DWARF (Nanum Grandiflorum).

Black Prince. Deep velvety crimson.

Gloria. Uniformly dwarf and bushy in habit with freely produced, deep rose-pink flowers. Imported strain.

Golden Queen. Rich golden yellow.

Purity. Large flowered white.

St. George. Flashing orange-cerise.

Senorita. Bright scarlet-orange. Free flowering, uniform.

Mixture (Rust Resistant).

Prices above 7, each: tr. pkt., 50c; 1/8 oz., 85c; 1/4 oz., \$1.50; 1 oz., \$5.50.

TOM THUMB

Magic Carpet. An attractive mixture of colors in this dwarf class (4 to 6 in.). Tr. pkt., 50c; 1/8 oz., 85c; 1/4 oz., \$1.50; 1 oz., \$5.50.

COLOSSAL SNAPS

This strain is extra vigorous, producing strong, long stemmed spikes of large, beautifully formed florets. The originator claims they will "out-perform all other varieties under adverse weather conditions."

White	Pink	Yellow	Orchid
Orange	Crimson	Mixed	

Prices above 7, each: tr. pkt., 40c; 1/8 oz., 90c; 1/4 oz., \$1.75; 1 oz., \$5.00.

Ball COLUMN Stocks

(NON-BRANCHING)

16,000 S. Stocks are easily grown, and profitable, too—if planted in steamed or fresh soil. We find that with direct sowing—no transplanting—freer and stronger growth results, with less labor than the transplanting method calls for. The proportion of double flowers can be materially increased if the strongest seedlings are selected. In our latitude they are safely sown up to Feb-

ruary 15. Sowings after that date tend to come blind. We annually carry out around 1600-1700 single plant selections. This accounts for the good percentage of doubles in our strains, and their adaptability to greenhouse forcing conditions. Also it has enabled us to develop or improve nearly all the following varieties. **Our "6 Best" varieties are dotted (●).**

WHITE

No. 25 Minaret (New). This fine new white combines the close spacing of the spike of No. 16 with a larger, longer stem which should make it quite valuable to cut flower growers.

Pacific White. (New.) A pure white with large, well-spaced florets. Spike is similar to Ball White No. 16, but stems are somewhat longer. A bit later than No. 16 but earlier than Avalanche. Recommended for both greenhouse and outdoor use. ½ tr. pkt., 90c; tr. pkt., \$1.50; ⅛ oz., \$2.75; ¼ oz., \$5.00; ½ oz., \$8.25; 1 oz., \$15.00.

● **No. 16 Ball White—Medium Tall.** This early pure white is the most popular variety on our entire list.

No. 99 Ball White. We find this pure white averages 4 to 6 inches longer spike and stem than our popular No. 16.

White Giant. Originator's seed. Good long stemmed white. Best white for outdoor culture in cool areas. We prefer our No. 16 Ball White for greenhouse use, although some growers have reported favorably on White Giant for this purpose.

Gardenia, Imp. Originator's seed. Pure white. Branches somewhat. A fine outdoor strain.

No. 5 Ball Dwarf White. Spikes of this dwarf Non-Branching Stock resemble a white Hyacinth. An ideal pot plant variety.

Avalanche. Finest white for outdoor growing.

LAVENDER, BLUE and PURPLE

● **No. 1 Lilac-Lavender Improved.** Popular silvery lilac. Heavy stems with long flower spikes. We find it quite resistant to rot.

No. 3 Ball Blue Improved. Heavier stems and better spikes than our earlier Ball Blue.

● **No. 21 Purple Heart.** Long stemmed and large flowered, bright violet-purple.

FOR OUTDOOR GROWING

We recommend the following varieties for cut-flower use outdoors in California and other areas where they are grown.

Avalanche	Pacific Pink
White Giant	Malmaison Pink Improved No. 7
Gardenia, Imp.	Lilac-Lavender Improved No. 1
Pacific White	Purple Heart No. 21
Ball Supreme No. 22	Yellow Wonder
Ball Rose No. 14	Pink Giant

Write for Quantity Prices

PINK, ROSE and RED

Pacific Pink. (Pictured at right.) A bright, luminous salmon-rose-pink without the bluish or orchid cast of all other pinks and roses. Spikes are well shaped with good stems. Somewhat later than most Column Stocks, and shows its best color under clear, bright weather conditions. ½ tr. pkt., \$1.00; tr. pkt., \$1.75; ⅛ oz., \$3.30; ¼ oz., \$6.00; ½ oz., \$10.00; 1 oz., \$18.00.

● **No. 22 Ball Supreme.** A long stemmed, vigorous growing variety with fine, heavy spikes of rich silvery rose.

No. 11 Ball Pink. A medium light rose-pink. Earlier and somewhat lighter than our No. 22, but not quite as long stemmed.

No. 14 Ball Rose. An early flowering, fairly deep rose-pink. Darker in color and longer stemmed than the above variety.

No. 9 Chamois-Pink. A warm rosy buff color. Good stems and flower spikes.

No. 7 Malmaison Pink Improved. Long spikes of soft, shell-pink; a popular color. Entirely non-branching.

No. 6 American Beauty. Rich deep American Beauty or carnation-rose. An appealing color.

● **No. 8 Ruby Improved.** Larger florets and a more brilliant scarlet-crimson color than the original Ruby.

Pink Giant. Originator's seed. Color identical to No. 14 Ball Rose, but later and somewhat taller.

U.S.D.A. Double Pink. (New.) A U.S.D.A. development based upon and apparently improving the Hansen dark-leaved single, light-leaved double strain. Light-leaved doubles may be selected in seedling stage. In our greenhouse trials stem length was greater than Hansen's, from which it was derived, but not as long as regular Columns. Doubles retain light leaf color in blooming stage. ½ tr. pkt., \$1.00; tr. pkt., \$1.75; ⅛ oz., \$3.30; ¼ oz., \$6.00; ½ oz., \$10.00; 1 oz., \$18.00.

MISCELLANEOUS VARIETIES

No. 26 Butterscotch (New). An entirely new yellow, improving present strains in stem length, flower size and color. Highly recommended.

● **No. 20 Ball Apricot.** Long spikes of rich apricot tinged pink.

No. 24 Deep Apricot Improved. A good novelty color.

No. 17 Gold Standard. Creamy ivory-yellow.

No. 10 Mixture. Our own formula mixture.

Yellow Wonder. Popular yellow for outdoor growing.

PRICES all Column Stocks (except where noted), each: ½ tr. pkt., 75c; tr. pkt., \$1.25; ¼ oz., \$2.75; ½ oz., \$5.25; 1 oz., \$10.00. **COLLECTION:** 1 tr. pkt., each of the 6 best (dotted) varieties for \$6.75.

Hansen's ALL-DOUBLE Select Stocks

Light leaved doubles and dark leaved singles—apparent in the seedling stage—provide a positive means of separating singles from doubles in this strain. **Stems are about one-half as long as the regular Ball-type Column stocks.** Seedlings must be developed in temperatures of 50° or lower for

accurate selection of light-leaved doubles.

Shell-Pink	Lilac-Rose	Rose	White
Prices above 4 varieties, each: tr. pkt., \$1.50; ⅛ oz., \$2.70;			
¼ oz., \$9.00.			

BRANCHING STOCKS

TRYSOMIC HI-DOUBLE STOCKS

An unusual new race of branching Stocks which makes use of scientific plant breeding principles to produce 80-85% double flowering plants. Because only a small portion of single plants (the trysomics) can be used for the seed crop, the cost is necessarily somewhat higher than that of normal Stocks.

- | | |
|-----------------------------------|-------------------------------------|
| Chamois. (New.) Buff-pink. | Navy-Blue. (New.) |
| Canary Yellow. (New.) | Bright Rose. (New.) |
| Fiery Red. (New.) | White. (New.) |
| Lilac-Lavender. (New.) | ● Trisomic Hi-Double Mixture |

Prices above 8, each: ½ tr. pkt., \$1.00; tr. pkt., \$1.75; ⅛ oz., \$2.90; ¼ oz., \$5.00.

IMPROVED BISMARCKS

- | | |
|--|---------------------------------------|
| Antique Copper. Fine copper-red. | Golden Ball. Ivory-yellow. |
| Apple Blossom. Pale, delicate pink. | ● Lavender. Lilac-lavender. |
| Blood-Red. Bright ruby-red. | Lilac. Fairly deep lilac-blue. |
| Chamois. Clear chamois or buff. | ● Rose. Fine bright rose-pink. |
| ● Elk's Pride. Rich purple. | Shasta. Giant flowered white. |
| Formula Mixture of above colors. | |

Prices above 11, each: tr. pkt., 40c; ¼ oz., \$1.25; 1 oz., \$4.00.

Hansen's ALL-DOUBLE Select Branching Mixed

A branching type of the All-Double Select Stocks described on preceding page. Used for bedding and pots. Tr. pkt., 75c; ⅛ oz., \$1.20; ¼ oz., \$4.00.



PACIFIC PINK

The first really new color in Column Stocks in over a decade. A bright, luminous salmon-rose-pink, without the bluish cast of all other pinks and roses.

GIANTS OF CALIFORNIA

- Golden Gate.** Soft, creamy yellow.
- Monterey.** A clear bright pink.
- Pacific.** Fairly dark lilac-mauve.
- Redwood.** Ruby-red.
- Santa Barbara.** Chamois or buff.
- **Santa Maria.** Best branching white.
- Tahoe.** Clear lavender.
- **Yosemite.** Rich rose-pink.

Prices last 8, each: tr. pkt., 40c; ¼ oz., \$1.40; 1 oz., \$4.75.

Mixture of all colors in this class. Tr. pkt., 40c; ¼ oz., \$1.25; 1 oz., \$4.25.

STRAWBERRY

Harzland (Runnerless). 90,000 S. Small red fruits on fairly compact runnerless plants. Tr. pkt., 50c; ⅛ oz., \$1.50.

Strawflower. See *Acroclinium*, page 10, and *Helichrysum*, page 24.

STRELITZIA

(Bird of Paradise)

Regina. (New.) Exhibition strain. Giant flowers of dark blue and deep orange. 10 seeds, \$1.25; 100 seeds, \$10.00.

STREPTOCARPUS

- **Wiesmoor Hybrids** (Cape Primrose). Pictured at right. Fringed, orchid-like flowers 4-5 inches across in a bright array of colors, including shades of pink, red, blue, lilac and white. Sow from October to March for cut flowers or pot plants for April to December. Originator's tr. pkts., \$1.75; 5 tr. pkts., \$8.00.

Sunflower. See *Helianthus*, page 24.

DWARF TEN WEEK

- | | | | |
|------------------|---------------------|-----------------|----------------------|
| Elcod-Red | Carmine-Pink | Lavender | Canary-Yellow |
| Deep Rose | Purple | White | |

Formula Mixture

Prices above 8, each: tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.25.

BROMPTON or WINTER

Early Harbinger. Mixed colors. Tr. pkt., 50c; ¼ oz., \$2.00; 1 oz., \$6.00.

STREPTOCARPUS WIESMOOR HYBRIDS (Below)



Winter Sweet Peas

(350 seeds per oz.)

ZVOLANEK'S MULTIFLOWERED CLASS

These fine varieties are unusually free flowering and **long-stemmed** with many stems carrying 5 and 6 flowers instead of the usual 3 and 4. Sweet Pea growers can readily appreciate what this will mean in better market returns over a period of a few weeks of picking.

Deep Rose. Deep, bright rose; fine for spring. 5's and 6's on long stems. Vigorous growth.

● **Geo. J. Ball.** (New.) Named for the late Geo. J. Ball, this new, deep coral rose, Multiflora Sweet Pea is one of the finest in this class.

● **Lavender.** Orchid-lavender, near Twilight in color. 4's and 5's on extra long stems. A strong grower.

Orange-Cerise. Extra large flowers on long stems. A bright and striking color.

● **Rose.** Extra large, medium rose flowers with many 5's on extra long, heavy stems. Vigorous growth.


● **Salmon-Pink.** Large, medium rose-pink flowers with salmon cast. 4's and 5's. Stems are extra long, but not as heavy as the other varieties in this class.

Whirlwind. Large, light rose flowers are borne in 5's on long stems.

● **White.** Pure white. Many 5's on long, strong stems.

Multiflowered Mix.

Prices above 10 varieties, each: ½ oz., \$1.75; 1 oz., \$3.00; 4 ozs., \$10.00; 1 lb., \$30.00.



GEO. J. BALL
New multi-
flowered, deep
coral-rose

STANDARD WINTER VARIETIES

While we prefer the Spring Flowering for late greenhouse planting, the Winter class does flower earlier and in some sections is preferred even for outdoor planting. The 12 best varieties are indicated by a dot (●).

PINK, ROSE and SALMON

- **Boon.** Deep salmon-rose.
- **Ball Rose Queen.** Extra long stemmed and large flowered clear rose-pink. One of the finest commercial varieties.
- **Ball Rose Supreme.** Large wavy flowers of bright silvery rose-pink. Good stems and free flowering.
- **Ball Salmon.** Fairly deep salmon-pink; an excellent producer.
- **Bridesmaid.** Delightful silvery pink. Long stemmed.
- **Daphne.** Soft salmon-pink on cream. Large flowered.
- **Hiawatha.** Strong growing, large flowered deep rose.
- **Laddie Imp.** Long stemmed, fairly light rose-pink.
- **Mother Machree.** Large coral-rose flowers; semi-duplexed.
- **New Ball Rose.** Sorry, Crop Failure.
- **Sequoia.** Large flowered standard salmon-rose.
- **Tops.** Extra large, wavy flowered, light salmon-rose.

ORANGE and RED

- **Ball Orange Supreme.** Improves the original Ball Orange in better stem length and more brilliant color.
- **Fiesta.** Brilliant scarlet-cerise; the finest red in early Peas.
- **Redwood.** Large flowered, Deep velvety crimson.
- **Sparks.** The finest poppy-scarlet.
- **Treasure Island.** Large wavy flowers of golden orange.

WHITE

- **Ball White.** The finest long stemmed pure white; white-seeded.
- **Gardenia.** Long stemmed pure white for spring.
- **Hope.** Fine black seeded white.
- **White Harmony.** Similar to Hope; black seeded.

LAVENDER, BLUE and PURPLE

- **Avalon.** Large, even mid-blue flowers on long stems.
- **Bacchus.** Deep maroon; large flowered.
- **Ball Blue Supreme.** The same rich blue color as Mrs. Hoover, but larger flowered and a better producer.
- **Harmony.** Standard early flowering lavender.
- **Michigan.** Clear lavender.
- **Mrs. Hoover.** Standard early mid-blue.
- **Rhapsody.** Extra large flowered, deep rosy lavender.
- **Top Hat.** Deep bright violet-blue.
- **Triumph.** Long stemmed, rich lilac-mauve; very well liked.
- **Twilight.** A bright clear lavender.

MIXTURES

- **12 Best Mixture.** Our own formula mixture of the 12 best.
- **Ball Early Mixture.** Carefully balanced mixture of winter varieties. ½ oz., 30c; 1 oz., 50c; 4 ozs., \$1.50; 1 lb., \$5.50.

Prices all above standard winter varieties (except Ball Early Mixture), each: ½ oz., 35c; 1 oz., 55c; 4 ozs., \$1.65; 1 lb., \$6.00.

COLLECTIONS

½ oz. each of the above "12 Best" (dotted) named varieties for \$3.80.

1 oz. each of the above "12 Best" (dotted) named varieties for \$6.10.

Spring Peas

(350 seeds per oz.)

CUTHBERTSON STRAIN

This class, being intermediate in flowering date between the Winter and Summer types, is proving increasingly valuable for spring greenhouse flowering.

PINK, ROSE and SALMON

- **Billy.** Bright cerise-rose on salmon; very showy.
- **Carol.** Attractive clear pink on white ground; salmon shading.
- **Doris.** Deep cherry-rose. Extra strong growth with fine stems.
- **Evelyn.** Extra long stemmed, soft salmon-pink.
- **Lois.** Light rose-pink, similar in color to Ball Rose Queen.

RED

- **Coline.** Vivid, intense scarlet.
- **Jimmy.** Rich, deep cerise-red.

LAVENDER, BLUE and PURPLE

- **Danny.** Brilliant, deep marine blue.
- **Frank G.** Fine soft rosy lavender. One of the best.
- **Hazel.** Soft, light Princess Blue shade.
- **Jessie.** Resembles Triumph.
- **Tommy.** A clear mid-blue about the color of Mrs. Hoover in the Winter class.

WHITE

- **Janet.** Large frilled white. Black seeded.

MIXTURE

- **Mixture.** Balanced according to demand for each color.
- Prices last 14 Cuthbertson varieties, each: ½ oz., 35c; 1 oz., 55c; 4 ozs., \$1.65; 1 lb., \$6.00.



William Zvolanek, originator of the Floribunda Sweet Peas, looking over his seed crop.

Introducing a New Sweet Pea Class FLORIBUNDAS

Developed from the sensational Multifloras (longer, stronger stems with as many as 6 and 7 blooms), the Floribunda Class is a spring flowering Sweet Pea. It branches freely with long, strong stems, as many as 6 and 7 blooms, and has other fine characteristics of the Multiflora line.

We expect it to definitely improve the spring flowering strains now available for florists' use. Seed supply is very limited this season.

- | | |
|-------------|--------------|
| White Blush | Carmine-Rose |
| Purple | Lavender |
| Lilac | Rose-Pink |
| | Mixture |

Prices above 7, each: ½ oz., \$1.75; 1 oz., \$3.00; 4 ozs., \$10.00; 1 lb., \$30.00.

Summer Peas

(350 seeds per oz.)

PINK, ROSE and SALMON

- **Ball Shrimp-Pink.** A pleasing soft shrimp-pink. Vigorous growth and long stems make this outstanding.
- **Maytime.** A bright golden cerise with large flowers and long stems.
- **Miss California.** Large salmon-rose.
- **Pinkie.** Finest large flowered rose-pink; long stemmed and a heavy producer.
- **Sweet Afton.** Strong growing bright silvery pink. An excellent variety.

RED

- **Red Rover.** Deep crimson (same as Redwood in Earlies).
- **Welcome.** An intense sunproof scarlet of vigorous growth. Fine flower size and stem, and a heavy producer.

WHITE

- **Gigantic.** Excellent, pure white; black-seeded.
- **Snow White.** The finest clear white; black-seeded.

LAVENDER, BLUE and PURPLE

- **King Lavender.** Exceptionally fine clear even lavender with long, strong stems. Excellent growth.
- **Olympia.** Deep purple.
- **Windsor Blue.** A supremely fine mid-blue. Its clear even color, stem length, and flower size set it apart.

MIXTURE

- **Ball Best Mixture.** Composed only of the best varieties in proportion to their commercial value.

Prices all above Summer Peas, each: ½ oz., 25c; 1 oz., 40c; 4 ozs., \$1.25; 1 lb., \$4.00.

Sweet Peas are almost a "must" for retail growers; better plan on some.

ANNUALS—Continued

THUNBERGIA

Alata (Black-Eyed Susan). 1100 S. Very fine, used as an annual climber or for hanging baskets, making a dense growth and producing an abundance of flowers in shades of yellow, buff and orange—with black centers. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.10; 4 ozs., \$3.50.

Gibsoni. 500 S. Flowers of a solid, deep luminous orange are twice the size of Alata. Tr. pkt., 85c; ⅛ oz., \$1.85; ¼ oz., \$3.50.

TITHONIA

3500 S.

Torch. ~~WILMERA SELECTION~~ (Silver Medal, 1951). Single, bright orange-scarlet flowers with yellow discs are carried on bush-form plants. Outstanding points about this Tithonia are its earliness, heat resistance, freedom of blooming and ease of culture—being handled the same as Zinnias. Makes a very satisfactory cut flower. Tr. pkt., 40c; ⅛ oz., 90c; ¼ oz., \$1.50; 1 oz., \$4.50.

Tobacco Plant. See Nicotiana, page 29.

TORENIA

375,000 S. Rich combination of deep blue with violet blotch on lip. Nice spring pot plant or outdoor bedding plant.

Fournieri Grandiflora. Standard variety.

Fournieri Compacta, Blue. A dwarf form of the above.

Fournieri Compacta, White. Dwarf white.

Prices above 3, each: tr. pkt., 40c; ⅛ oz., \$1.25; ¼ oz., \$2.25.

TRACHELIUM

Coeruleum (Throatwort). 900,000 S. 18 in. Small blue flowers in dense heads. Nice for cutting on a raised bench from a January sowing. Actually a perennial, but ordinarily grown as an annual. Tr. pkt., 40c; ⅛ oz., \$1.10; ¼ oz., \$2.00.

VENIDIUM

Ball Hybrids. 65,000 S. An interesting array of colors ranging from silvery white through buff and orange shades. Tr. pkt., 50c; ¼ oz., \$1.50.

VERBENAS

10,000 S. These always popular and colorful plants are widely used for bedding, window boxes and combinations. Germination is not rapid, so seed should be sown in soil temperature of 65° to 70°. Once established, 48° nights suits them nicely, but be sure to pinch them early to avoid straggly growth.

GRANDIFLORA. Low growing (under 1 ft.) and spreading in habit, with large flowers. Has some cut-flower value.

● **Beauty of Oxford**. A very choice, vigorous-growing strain with extra large flowers. Colors range from clear rose-pink to deep rose-red, all with slight white eye.

Crimson Glow. Extra rich crimson without eye.

Dannebrog. A very attractive combination of bright scarlet with large white eye.

Ellen Willmott. Extra large, salmon-pink.

Floradale Beauty. A vigorous grower with large flowers in shades of red and pink.

● **Lavender Glory**. Very fine, large flowered lavender with white eye. About 75% true to type, balance white and purple.

Luminosa. Deep salmon, shaded pink, with white eye.

Mayflower. Shades of pink.

Mounty. A brilliant scarlet or cardinal-red with small light eye. Color deeper than Spectrum Red and stronger in growth.

● **Pure White**. Very even strain.

Rosea Stellata. Clear deep pink with white eye. Quite free flowering and a strong grower.

● **Royale**. Large flowered rich deep blue with eye.



Verbenas are always popular for summer bedding, but be sure to keep them warm while germinating

VERBENAS, Continued

● **Spectrum Red**. Very bright rich scarlet with no eye.

Sutton's Blue (New). Deep royal blue.

Mixture of all colors in the Grandiflora class.

Prices last 15, each: tr. pkt., 40c; ¼ oz., 80c; 1 oz., \$2.85.

BUSH TYPE. 10 in. A very uniform, semi-dwarf, but upright and vigorous type of growth. Flowers are carried above the foliage, adding much to the attractiveness of this new class.

● **Giant Salmon Queen**. Large flowered, bright coral-salmon with creamy white eye.

Starlight. Large flowers are a rich mid-blue with ivory-white eye. An excellent companion to Salmon Queen.

Blue Sentinel. Bright blue with very little violet shading. Practically no eye.

Snowball. "Snow white." Fine, free flowering pure white.

Prices above 4, each: tr. pkt., 55c; ¼ oz., \$1.30; 1 oz., \$4.00.

UPRIGHT TYPE. 12 in. Somewhat taller and even more upright than the above class. Stems are long enough for limited cut-flower use.

● **Rainbow Mixture**. (New.) Semi-dwarf, but upright growing plants in a wide assortment of colors. Its earliness and erect habit should make this new strain valuable for pots and combination boxes as well as for borders.

● **Royal Bouquet**. A mixture of all colors in this upright type.

Prices above 2, each: tr. pkt., 55c; ¼ oz., \$1.65; 1 oz., \$5.00.

COMPACTA. 4 to 5 in. An extra dwarf type for border and pot work. Not suitable where summer heat is excessive.

● **Sparkle** (New). Bright red with white eye. Tr. pkt., 75c; ¼ oz., \$2.00; 1 oz., \$6.00.

Fireball. Bright, fiery scarlet, small flowers.

● **Mixture** of all colors in this compact class.

Prices above 2, each: tr. pkt., 40c; ¼ oz., \$1.10; 1 oz., \$3.25.

MISCELLANEOUS VARIETIES

Bonariensis. 90,000 S. 36 in. A long-stemmed Verbena with lavender-blue flower clusters. Foliage stays near the ground, making this type well suited to cut-flower work. Very decorative garden plant. Germination slow. Tr. pkt., 40c; ¼ oz., 75c; ½ oz., \$1.35.

Venosa Lilacina. 60,000 S. 8 to 10 in. A dwarf bedding Verbena that flowers continuously throughout our hot Mid-Western summers. Deep lilac flowers produced quite freely. Tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.75.

ANNUALS—Continued

VINCA

ROSEA (Periwinkle). 21,000 S. 15 in. One of the most generally satisfactory outdoor bedding plants we have. Will stand an almost unbelievable amount of hot, dry weather. Sow early with bottom heat.

- **Twinkles.** Soft blush-pink with bright red eye.
- **Pink.** The standard medium pink.
- Crimson.** Slightly darker than above.
- Alba Pura.** Pure white.
- Alba Oculata.** White with red eye.
- Mixture** of above colors.
- Prices** above 6, each: tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.
- Viola.** See page 60.

WALLFLOWER

Gold Standard. 14,000 S. Richly fragrant deep golden yellow flowers borne in spikes. In appearance and general habit Wall-flowers resemble Stocks. Tr. pkt., 65c; ¼ oz., \$2.25; 1 oz., \$6.50.

ALL DOUBLE NON-BRANCHING. Sow in December and grow in shallow soil (flats are fine) spaced 4x4 in. for valuable spring cut flowers.

- Helios.** Bright golden yellow.
- Vulcan.** Velvety, mahogany-red.
- Prices** above 2, each: tr. pkt., (about 700 seeds), \$1.00.
- Perennial Wallflower.** See Cheiranthus, page 53.

Florists' Zinnias

(2500 to 4000 seeds per oz.)

DAHLIA-FLOWERED

The generally preferred class; flowers are deeper with central petals incurved.

- **Canary Bird.** A bright, clear canary-yellow.
 - **Crimson Monarch.** Large flowered, deep crimson-red.
 - **Dream.** An attractive lavender.
 - **Eldorado.** Unusually attractive salmon-apricot.
 - **Exquisite.** Fine, light rose with deeper center.
 - **Golden Dawn.** Clear golden yellow. A good variety.
 - **Golden State.** A rich orange-yellow; varies some.
 - **Illumination.** A deep rose; darker than Exquisite.
 - **Luminosa.** Bright pink suffused with salmon.
 - **Meteor.** Rich, deep amaranth-red. A striking color.
 - **Oriole.** Orange and gold.
 - **Polar Bear.** Large, creamy white.
 - **Purple Prince.** Deep purple; large flowered.
 - **Scarlet Flame.** The finest bright scarlet. Very showy.
 - **Will Rogers (New).** Scarlet; shade lighter than Crimson Monarch.
- Prices** all Dahlia-Flowered Zinnias, each: tr. pkt., 30c; ¼ oz., 50c; ½ oz., 85c; 1 oz., \$1.35; 4 ozs., \$4.00; 1 lb., \$14.50.
- COLLECTION.** We furnish a collection consisting of 1 tr. pkt. each of these 15 varieties for \$3.75.

DAHLIA-FLOWERED MIXTURES

- **Gold Medal Mixture.** We believe this is the finest complete mixture of large-flowered Zinnias available. This is not a field-grown mixture, but it is carefully blended by formula from first class cut flower colors and varieties in direct proportion to their commercial value.
 - **Indian Summer Mixture.** An unusually attractive giant-flowered mixture. Bright reds, yellows and oranges predominate to make up this fine assortment of "Indian Summer" colors.
 - **Pastel Shades Mixture.** A formula mixture composed of the lighter colors in the large-flowered class. Preferred by those who object to strong reds and purples.
- Prices** above 3 mixtures, each: tr. pkt., 30c; ¼ oz., 50c; ½ oz., 85c; 1 oz., \$1.35; 4 ozs., \$4.00; 1 lb., \$14.50.

Dahlia-Flowered Zinnias pictured at left, top to bottom: Canary Bird, Purple Prince, Polar Bear, Illumination and Scarlet Flame. All these and many others are in our famous Gold Medal Mixture.





BURPEE HYBRIDS

This new, extra large-flowered Zinnia yielded blooms which were unquestionably the largest, and to some observers the most attractive, in our Zinnia trials last summer. A very worth-while offering.

Florists' Zinnias

(2500 to 4000 seeds per oz.)

GIANT CACTUS

Blaze. (New.) ALL-AMERICA SELECTION See color illustration. A combination of fiery mandarin red and scarlet-orange in the Giant Cactus type. Unique and distinct. $\frac{1}{16}$ oz., 75c; $\frac{1}{8}$ oz., \$1.25; $\frac{1}{4}$ oz., \$2.00; 1 oz., \$5.25; ~~\$6.50~~

Eskimo (New). Large, loosely ruffled flowers open creamy white, turn to white as they mature. Tr. pkt., 75c; $\frac{1}{4}$ oz., \$1.25; 1 oz., \$3.75.

Sunny Boy (New). Large buttercup-yellow flowers with the ruffled petals typical of this class. Tr. pkt., 75c; $\frac{1}{4}$ oz., \$1.25; 1 oz., \$3.75.

- **Burpee Hybrids.** Pictured above. 21 in. One of our finest Zinnias. Extra large, fully double flowers with large ruffled petals. A well balanced mixture of colors, mostly pastels. Tr. pkt., 60c; $\frac{1}{4}$ oz., \$1.00; 1 oz., \$3.00; 4 ozs., \$9.00.
- Floradale Scarlet.** 21 in. Large, fully double scarlet flowers with lacy, ruffled petals characteristic of the Cactus type Zinnia. Tr. pkt., 30c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.50; 4 ozs., \$4.50.
- Riverside Beauty.** 18 in. Large, double, soft coral-rose color with lacy, ruffled petals of the Cactus type. Somewhat less vigorous than Burpee Hybrids. Tr. pkt., 40c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.50; 4 ozs., \$7.50.

MISCELLANEOUS VARIETIES

Gracillima (Red Riding Hood). Freely produces large numbers of small, bright crimson flowers. Fine for bedding. Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.50.



LILLIPUT FORMULA MIXTURE

This bouquet of Lilliputs indicates their usefulness as cut flowers—also shows the excellent color variations of the mixture.

- **Persian Carpet.** ALL-AMERICA SELECTION A greatly improved Haageana type Zinnia with well-rounded form and over-all height of about 12 inches. Very floriferous, with all the natural assets of Zinnias—easy to grow, heat-loving, and colorful. Tr. pkt., 50c; $\frac{1}{4}$ oz., \$1.50; 1 oz., \$4.50.

Linearis. A heat-resistant, free-blooming subject for edging and rock garden work. Compact (6-8 in.), early flowering, with single, bright orange flowers. Tr. pkt., 30c; $\frac{1}{4}$ oz., 90c; 1 oz., \$2.70.



ZINNIA, BLAZE—Don't Miss This One for '54!

Florists' Zinnias

(2500 to 4000 seeds per oz.)

MISCELLANEOUS VARIETIES, Continued

● **Peppermint Stick.** Peppermint Stick is a significant improvement over previous strains of striped-petaled Zinnias (which have been largely rejected because of small flower size or low percentage of striped blooms). It produced at least 60% striped plants in our trials last year. The striated petals give a very pleasing and unusual effect. Medium sized flowers with many combinations of red, white, yellow, pink, orange and purple shades. Especially nice for arrangements. Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.25; 4 ozs., \$7.00.

Early Wonder, Finest Mixed. Medium sized double flowers in shades of red, rose and orange are carried on 10-12 in. base-branching plants. Extra early; fine for short season locations, only. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50.

Cupid Mixture. Dwarf, extra small-flowered type for borders and rock gardens. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50.

Haageana Double Hybrids. See Persian Carpet.

LILLIPUTS

Lilliput Zinnias never fail to attract interest as a bedding subject because of their interesting flower formation and free flowering habit. For cut flowers, the stems can be lengthened by some cloth or greenhouse shading.

- | | |
|-----------------------------------|-----------------------------------|
| ● Black Ruby. Deep maroon. | ● Purple Gem |
| ● Canary Gem | ● Rosebud. Fine rose-pink. |
| ● Crimson Gem | ● Salmon Gem |
| ● Golden Gem | ● Scarlet Gem |
| ● Lilac Gem | ● Valencia. Burnt-orange. |
| ● Pink Gem | ● White Gem |
- **Formula Mixture.** All colors.

Prices above 13, each: tr. pkt., 20c; ¼ oz., 40c; ½ oz., 70c; 1 oz., \$1.25; 4 ozs., \$3.75; 1 lb., \$12.00.

COLLECTION. Tr pkt. of each of the 12 named Lilliput varieties for \$2.00.

GIANT MAMMOTH

For sheer flower size you can't beat these Giant Mammoth Zinnias—not quite as fully petaled as the Dahlia-flowered varieties, but the colors are very bright.

- Brightness.** Bright, clear rose-pink.
Cherry Queen (Cerise Queen). Brilliant cherry-rose.
Daffodil Improved. Clear canary-yellow.
Enchantress. Light pink; darker center.
Golden Queen. Bright golden yellow.
Isabellina. Creamy yellow.
Lavender Queen. Medium rosy lavender.
Miss Wilmott. Pleasing, soft pastel pink.

- Orange King.** A brilliant orange with scarlet shading.
● **Purity.** The best white in large-flowered Zinnias.
Rose Queen. Deep rose; a striking color.
Scarlet Queen. Intense bright scarlet.
Violet Queen. Deep violet-purple.
Mixture. A balanced formula mixture of all Giant Mammoth varieties.
Prices above 14, each: tr. pkt., 25c; ¼ oz., 45c; ½ oz., 75c; 1 oz., \$1.25; 4 ozs., \$3.75; 1 lb., \$13.50.
COLLECTION. We offer one trade packet each of the above 13 named varieties for \$2.60.



ZINNIA,
PEPPERMINT
STICK

PUMILA TYPE

"Cut and come again." Between the Giants and Lilliputs in size.

- | | |
|--|---------------------------------|
| ● Canary-Yellow | ● Fireball (Scarlet) |
| ● Salmon-Rose | ● Snowball (White) |
| ● Pinkie. A pleasing soft pink. | ● Golden Orange |
| ● Spun Gold. Butter-yellow. | ● Mixture of all colors. |
- Prices above 8, each: tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.00.

FANTASY TYPE

The fairly large flowers have informally curled and twisted petals which produce an attractive novelty effect.

- **Star Dust.** A bright deep golden yellow.
Wildfire. Dazzling scarlet; a striking brilliant color.
Rosalie. Intense rose.
Melody. Rich lavender.
Mixture. Formula mixture of all colors in this class.
Prices above 5, each: tr. pkt., 30c ¼ oz., 60c; 1 oz., \$1.80.

NOTES ON ZINNIA CULTURE

For Cutting: Some protection by cloth or a greenhouse will produce long-stemmed, large-flowered Zinnias which make excellent cut-flower material. Either the Dahlia-Flowered or the Lilliputs are O. K. for this. An outdoor sowing as late as July 1 in our latitude will produce a fine crop of cut Zinnias outdoors before frost.

For Bedding: Always popular for their ease of culture and fine, vivid colors, Zinnias should account for a

substantial part of your bedding plant sales.

Don't neglect the novelty value of the small-flowered Lilliput type, the immense size of the Giant Mammoths, the curled petals of the Fantasy type.

Warning: Zinnias are native to warm temperatures and need 65° minimum—better, 70°—to germinate satisfactorily.

BEDDING PLANT GROWERS!

SEE HOW

"PONY PACKS"

STIMULATE SALES

AND

INCREASE PROFITS!



Pony Packs are low-cost 4"x8" containers in which one dozen plants can be grown and marketed. They are light in weight, heat-resistant and readily drained when soil is reasonably loose. Eight Pony Pack containers can be grouped in a 16"x16" flat providing an easy method of handling. The value of Pony Packs as a sales stimulator and profit maker has already been proved.

Digging plants out of a flat to accommodate small-lot users consumes valuable time and always results in the loss of at least a dozen plants out of the flat. These factors seriously reduce your profits.



HORSE AND BUGGY ERA



MODERN ERA

Pony Packs provide fast, self-service selling as the customer buys the entire dozen plants in the handy take-along container. No plants are lost or damaged. Result: MORE SALES, LESS SELLING COST, BIGGER PROFITS.

Pony Packs make an ideal container for popular-priced spring combinations—Mother's Day boxes. Will easily hold an assortment of 6 or 8 blooming plants which can be priced for rapid sale. Just the right shape for this purpose, and easy to handle. (Not available in Canada.)

DEALERS WHO
WOULD LIKE TO
HANDLE
"PONY PACKS"
PLEASE WRITE
US FOR TERMS

PRICES—"PONY PACKS" F.O.B. West Chicago, Ill.

PER 1000		PER 1000	
25,000 - 49,750	\$42.50	1,000 - 4,750	\$50.00
10,000 - 24,750	45.00	250 - 750	60.00
5,000 - 9,750	47.50		

PACKED IN UNITS OF 250, AND SOLD IN MULTIPLES OF 250 ONLY.

WRITE
FOR
FREE
SAMPLES

EXCLUSIVE DISTRIBUTOR EAST OF ROCKIES. West coast orders should be directed to Pony Pack Corp., Harbor City, Calif.

BALL BETTER PLANT BANDS

An Easier and Better Way of Growing Plants

EASIER!

TIME SAVED IS MONEY SAVED!

- Quickly opened; come completely assembled.
- Rapidly filled; faster than small pots one at a time.
- Much lighter to handle and store than pots.
- No dirty pots to clean or sterilize.
- Fit close; less watering needed.
- Faster benching than bare-root plants.

BETTER!

STURDIER GROWTH MEANS BIGGER AND EARLIER CROPS!

- Holds more soil than a pot of equal diameter; huskier plants.
- Made of decay resisting veneer for longer life.
- No wilting checks after transplanting.
- Ideal to pack for the small plant shipper.
- Make swell dozen-plant units in Ball PLANTRAYS for retail sales.
- Bands packed in valuable greenhouse flats at no extra cost. (These flats are treated to resist decay in soil.)



Onion plants in 4x4x4 band ready to sell and make money for you. Look at root system.

for Bedding Plants . . Chrysanthemums . . Perennials
Nursery Stock . . Carnations . . Vegetables

Prices BALL Better Plant Bands

Very Important! To save delay be sure to specify which way to ship—**EXPRESS, FREIGHT, or TRUCK.** This is important. If no instructions are given, we use our best judgement.

Bands sold only in units **as listed below.** All prices are net, no cash discount, F.O.B. Midwest Factory or Chicago, Ill., and are subject to change without notice.

Price per 1000 in quantities as shown below

Size	Shipping Units of	0-4000	5,000-10,000	11,000-25,000	26,000-50,000	51,000-100,000	101,000-Up
1 3/4 x 1 3/4 x 2	2000	\$5.15	\$4.90	\$4.70	\$4.50	\$4.30	\$4.15
1 3/4 x 1 3/4 x 2 1/2	2000	5.55	5.30	5.05	4.85	4.65	4.45
2x2x2	2000	5.35	5.10	4.85	4.65	4.45	4.30
2x2x2 1/2	2000	6.00	5.70	5.45	5.25	5.00	4.80
2x2x3	2000	6.25	5.95	5.70	5.45	5.25	5.05
2 1/2 x 2 1/2 x 2 1/2	2000	6.45	6.15	5.90	5.65	5.40	5.20
2 1/2 x 2 1/2 x 3	2000	6.75	6.45	6.15	5.90	5.65	5.45
3x3x3	1000	7.00	6.65	6.40	6.10	5.85	5.60
3x3x4	1000	7.85	7.45	7.15	6.85	6.55	6.30
4x4x3	1000	7.85	7.45	7.15	6.85	6.55	6.30
4x4x4	1000	8.65	8.25	7.90	7.55	7.25	6.95



Moving the plants in bands will keep them flowering without stopping. Think of the sales appeal!

PRICES BALL VENEER PLANTRAYS

The "R" type of PlantTrays are made of regular thickness of veneer—while the "X" type are made of double thick veneer, they make a very sturdy small flat—see full descriptions top next page.

All Prices F.O.B. Midwest Factory or Chicago, Ill.

Size	Shipping Units of	All prices per 1000 based on quantity ordered as shown below and are net, no cash discount.					
		0-375	500-975	1000-2450	2500-9950	10,000-19,950	20,000-Up
No. 1-R (holds 12 1 3/4 x 2 1/2 bands)	125-250	\$43.10	\$41.05	\$39.25	\$37.55	\$36.00	\$34.60
No. 2-R (holds 12 2x2 1/2 bands)	125-250	46.25	44.05	42.10	40.30	38.65	37.15
No. 3-R (holds 12 2 1/2 x 2 1/2 bands)	125-250	52.85	50.35	48.10	46.05	44.15	42.40
No. 2-X (holds 12 2x2 1/2 bands)	125	55.15	52.50	50.20	48.00	46.05	44.25
No. 3-X (holds 12 2 1/2 x 2 1/2 bands)	125	63.40	60.40	57.75	55.25	53.00	50.90
No. 4-X (holds 12 3x3 bands)	125	70.30	66.95	64.00	61.25	58.75	56.40
No. 1-S (holds 25 1 3/4 x 2 bands)	125	46.10	43.90	41.95	40.15	38.50	37.00
No. 2-S (holds 25 2x2 bands)	125	50.65	48.25	46.10	44.15	42.30	40.65

On PlanTrays an additional charge of 10% will be added for odd quantities requiring us to break shipping containers. We cannot break containers on Plant Bands. See over for Bird Products.

Sales Have Increased Tremendously on Our New Type

BALL Veneer "PlanTrays"

Made of **DOUBLE THICK VENEER** for Longer Life

Ideal for Your Retail Plant Sales

No. 2-X

Holds 1 doz. of 2x2½"
Bands. Put up in crates
of 125.

No. 3-X

Holds 1 doz. 2½x2½"
Bands. Put up in crates
of 125.

No. 4-X

Holds 1 doz. 3x3"
Bands. Put up in crates
of 125.

These make very sturdy small flats that will stand up with rough handling—just the thing for good sized plants of any kind to bring in real profits for you. They can also be used for soil without Bands.

These PlanTrays are made just like our Regular No. 2-R shown at right except that veneer is double thick—giving them the strength and stiffness of a small wood flat.

Note also we have No. 1 **Special** PlanTrays (25--1¾x2" bands and No. 2 **Special** PlanTrays (25--2x2" bands). For the grower selling small plants in quantity, these are just the thing. Orders should be placed very early—state **HOW TO SHIP**.



Upper left is No. 2-R PlanTray being filled with 2x2x2½ inch bands; lower left same with nice Tomato plants growing; lower right No. 1-R size for 1 dozen 1¾x2½ inch bands.

You

—Nurserymen and Bedding Plant grower.

After several years of careful research and testing,

we have now a treated Veneer Plant Band that will stand up with

plants in soil—for 7 to 9 months (depending on conditions). We have now on hand limited stock of these in several most used sizes, at slightly higher prices. Write us your needs in plenty of time.

BIRD VITA-BANDS

BIRD VITA BANDS are the only nutrient-treated plant bands that eliminate any possibility of transplant shock.

VITA BAND "H" for extra-long growing periods.

VITA BAND "D", the unique nutrient-treated, disintegrating plant band, controls root growth for short growing periods.

VITA BAND "10", nutrient-treated, aids plant growth from seedling through time of transplant.

BIRD

Perennial Pots
The Only Heavy Pot
That Can Be
Imprinted

BIRD has just perfected such a pot—so you can now powerfully merchandise your own business. Your name, imprinted in colors at \$10.00 per thousand. All Perennial Pots sold F.O.B. factory.

SOLD IN FULL CASES ONLY
5% Additional on
Orders of Less Than
3 Cases

PRICES—WEIGHTS—QUANTITIES				
SIZES	5"	5½"	6½"	9½"
Price per M	60.00	36.50	51.50	62.85
Height	5"	5½"	6½"	9½"
Top Diameter	8"	5"	6"	7"
Bottom Diameter	7"	4"	4½"	5½"
Approx. Weight per Case	65 lbs	33 lbs	44 lbs	71 lbs
Quantity per Case	200	200	200	200

BIRD RED POTS

Bird Red Pots are designed for shipping purposes only.

PRICES PER 1000 (Sold in units of 1000 only)

SIZE	PRICE per M	WEIGHT per Case	QUANTITY per Case
2 in.	\$ 8.60	10	1000
2¼ in.	8.60	12	1000
2½ in.	8.70	16	1000
3 in.	9.15	25	1000
3½ in.	12.20	35	1000
4 in.	14.70	21	500
5 in.	18.15	33	500
6 in.	22.25	48	500

ALL BIRD PRODUCTS are priced F.O.B. factory near Boston or our Chicago warehouse, unless otherwise stated. All prices subject to change without notice.

PRICES ON BIRD VITA-BANDS

	SIZES	1½x1½ x2½	1¾x¾ x2½	2x2 x2½	2x2 x3	2½x2½ x3	3x3 x3	4x4 x3	4x4 x4
PRICE PER M	VB-10	\$3.70	\$4.00	\$4.55	\$5.05	\$6.00	\$6.90	\$9.00	\$11.25
	VB-D	3.85	4.15	4.65	5.35	6.05	7.05	9.25	11.60
	VB-H		5.45	5.80	6.90	7.65	8.50	10.45	12.90
VITA-BAND 10	QUANTITY PER CASE	2M	2M	2M	2M	2M	1M	500	500
	WEIGHT PER CASE	31 LBS	36 LBS	40 LBS	48 LBS	59 LBS	35 LBS	23 LBS	31 LBS
VITA-BAND D	QUANTITY PER CASE	2M	2M	2M	2M	2M	1M	1M	1M
	WEIGHT PER CASE	21 LBS	24 LBS	27 LBS	32 LBS	41 LBS	24 LBS	32 LBS	42 LBS
VITA-BAND H	QUANTITY PER CASE		1M	1M	1M	500	500	500	500
	WEIGHT PER CASE		28 LBS	32 LBS	38 LBS	24 LBS	28 LBS	37 LBS	49 LBS

BIRD TOM THUMB FLATS

Combination 1 M Flats 12M Vita-Band 10 Per 1000 Sets		Sold in Units of 250 Sets only Per Thousand	Tom Thumb Flats	
Size #1	Size #2		Size #1	Size #2
86.45	95.65		44.70	49.60

Size No. 1 holds 12—1¾ x 2½ bands and
Size No. 2 holds 12—2 x 2½ bands.

BIRD VITA POTS (Nutrient-Treated)

PRICE LIST OF VITA POTS PER THOUSAND

	2"	2¼"	2½"	3"	3½"	4"	5"	6"
	\$14.60	\$14.95	\$15.50	\$17.40	\$22.70	\$25.70	\$33.40	\$44.10

Perennials

We recommend sowing perennials in spring. Germination will be better than during the heat of midsummer and the larger plants produced will winter over more satisfactorily. In addition, if sowing is done in January or early February, quite a few will bloom the first season.

We feel that every grower should include at least a few perennials in his outdoor planting. They get along admirably with little care, and many make really profitable cut flowers.



ALSTROEMERIA CHILENSIS

This South American Lily-like plant is hardy in most parts of the United States. The flowers keep well, make attractive corsages.

ACHILLEA

- **Filipendula, Parker's Variety** (Cloth of Gold). 225,000 S. Large heads of golden yellow flowers on long stems; fine for cutting.
 - **The Pearl** (Ptarmica). 175,000 S. 30 in. The standard double white for cutting.
- Prices above 2, each: tr. pkt., 30c; 1/8 oz., 70c; 1/4 oz., \$1.25.

ACONITUM (Monks Hood)

Napellus. Dark blue; does best in partial shade. Tr. pkt., 30c; 1/4 oz., 80c.

ALSTROEMERIA

("Lily of Peru")

Chilensis. Shades of pink, rose and red. Medium tall. Germination erratic. Tr. pkt., 55c; 1/4 oz., \$1.65; 1 oz., \$5.00.

ALYSSUM

30,000 S. The two varieties following are perfectly hardy with us and make fine, free flowering rock garden or border plants.

- **Saxatile Compactum** (Gold Dust). 12 in. Flowers early May. Rich golden yellow. Tr. pkt., 20c; 1/4 oz., 35c; 1 oz., \$1.00.
- **Saxatile Silver Queen** (Sulphureum). Light lemon-yellow. Tr. pkt., 30c; 1/4 oz., 65c; 1 oz., \$2.40.

ANCHUSA

Dropmore Strain. (Italica). 1100 S. 5 ft. Nice blue for cutting. Tr. pkt., 20c; 1 oz., 60c.

Myosotidiflora. 10,500 S. 12 in. May flowering, forget-me-not-blue. Seed should be placed in refrigerator for 72 hours before sowing. Tr. pkt., 60c; 1/8 oz., \$1.35; 1/4 oz., \$2.50; 1 oz., \$8.50.

ANEMONE

St. Brigid Mixed. 37,000 S. Choice long-stemmed mixture of brilliant colors. Tr. pkt., 55c; 1/4 oz., \$1.10; 1 oz., \$3.25.

ANTHEMIS

Kelwayi (Hardy Marguerite). 85,000 S. 3 ft. Yellow Daisy flowers produced all summer. Tr. pkt., 20c; 1 oz., 70c.

AQUILEGIA (Columbine)

15,500 S. Though not well adapted for shipping, well grown Columbines are of definite cut-flower value for retail growers. Not at all difficult to force either. Pot up from the field the first year plants, storing in a cold house or frame until about February 1. Start in a low temperature, gradually increasing to around 50°.

Alpina. 18 in. Mid-blue, shaded purple. Short spurs. Tr. pkt., 40c; 1/4 oz., \$1.10; 1 oz., \$3.25.

Coerulea (Rocky Mountain Columbine). 18 in. Sky-blue with white corolla. Tr. pkt., 40c; 1/4 oz., \$1.10; 1 oz., \$3.25.

Copper Queen. 2 ft. Copper-red shades with straw-yellow corolla. Tr. pkt., 55c; 1/8 oz., \$1.65; 1/4 oz., \$3.00.

● **Long Spurred Mixture.** A well-balanced blend with large flowers and long spurs. Based on our trial ground observations, this is the preferred mixture. Tr. pkt., 40c; 1/4 oz., \$1.10; 1 oz., \$3.25.

Crimson Star Hybrids. 18 in. About 90% dark red with white corolla. Tr. pkt., 60c; 1/8 oz., \$1.75; 1/4 oz., \$3.00.

Longissima Yellow. 2 ft. Delicate, pale yellow with extra long (4-in.) spurs. Tr. pkt., 60c; 1/16 oz., \$2.50; 1/8 oz., \$4.75.

Longissima Mixed. 2 ft. A variety of attractive shades in this extra long-spurred class. Tr. pkt., 60c; 1/16 oz., \$2.00.

Mrs. Nicholls. 2 ft. Large flowered, clear deep blue. Tr. pkt., 50c; 1/8 oz., \$1.50; 1/4 oz., \$2.75; 1 oz., \$9.00.

● **Mrs. Scott Elliott's Mixture.** 2 ft. An excellent long-spurred mixture. Tr. pkt., 40c; 1/4 oz., \$1.10; 1 oz., \$3.25.

Rose Queen. 18 in. Rose with white corolla. Tr. pkt., 40c; 1/4 oz., \$1.10; 1 oz., \$3.25.

Snow Queen. 2 ft. Creamy white flowers. Tr. pkt., 40c; 1/4 oz., \$1.10; 1 oz., \$3.25.

ARABIS (Rock Cress)

150,000 S.

● **Alpina Snowcap.** 6 in. Dwarf compact plants with dense masses of shining snow-white flowers. Blooms very early in spring. Tr. pkt., 40c; 1/4 oz., 80c; 1 oz., \$2.75.

Alpina. 12 in. White. Tr. pkt., 25c; 1/4 oz., 55c; 1 oz., \$1.80.

Spring Charm (Blepharophylla). Carmine. Semi-hardy. This variety should be wintered over in frames. Will bloom in April-May. Tr. pkt., 50c; 1/8 oz., \$1.25; 1/2 oz., \$4.50.

PERENNIALS—Continued

ARMERIA (Thrift)

17,500 S.

Formosa, Large-Flowered Hybrids. 2 ft. Tr. pkt., 40c; 1/8 oz., 75c; 1/4 oz., \$1.40; 1 oz., \$4.25.

Alpina. Dwarf, bright rose. Tr. pkt., 75c; 1/16 oz., \$2.75.

● **Glory of Holland.** Pictured at right. Ball-shaped deep pink flowers about 1 1/2 inches in diameter, carried on straight wiry stems 2 feet long. Fine for cutting and blooms throughout the summer. Tr. pkt., 60c; 1/8 oz., \$2.00.

Maritima (Statice Armeria). 12 in. Lilac-rose. Grass-like, evergreen foliage. Tr. pkt., 60c; 1/8 oz., \$1.50.

ARTEMISIA

Silver Plume (Lactiflora). Silvery foliage; creamy blooms. For cutting. Tr. pkt., 40c; 1/16 oz., 75c; 1/4 oz., \$2.25.

ASCLEPIAS

Tuberosa. 4500 S. Fine orange for cutting. Requires well-drained location. Freezing over winter helps germination. Tr. pkt., 30c; 1/4 oz., 90c; 1 oz., \$3.00.

ASPARAGUS

Willow Spray (Verticillatus). 600 S. Completely hardy, summer green material. Finely cut foliage. Requires 3 years for best results. Tr. pkt., 55c; 1/2 oz., \$1.35; 1 oz., \$2.50.

ASTER

15,000 S.

Hardy Large-Flowered Mixture. Perfectly hardy and attractive assortment. Tr. pkt., 55c; 1/8 oz., \$1.25; 1/4 oz., \$2.25.

Alpinus, Finest Mixed. Lavender, blue and white flowers. Tr. pkt., 55c; 1/8 oz., \$1.10.

AUBRIETIA

150,000 S.

Large-Flowered Hybrids (Monarch Strain). 6 in. Low growing matlike plants; similar to Arabis but with flowers in a wide range of colors from lilac to purple.

Hendersoni. Deep purple.

Leichtlini. Carmine-rose.

Prices above 3, each: tr. pkt., 55c; 1/8 oz., \$1.10.

Baby's Breath. See Gypsophila, pages 24 and 57; also Euphorbia Corollata, page 56.

BAPTISIA

Australis (False Indigo). 1700 S. Sprays of pea-shaped indigo-blue flowers. 3 ft. Tr. pkt., 30c; 1 oz., 80c.

BELLIS

PERENNIS (Monstrosa). 100,000 S. This popular double English Daisy is much used for spring and early summer bedding. Though a perennial, it is commonly grown as an annual like Pansies.

Red Rose White

Prices above 3, each: tr. pkt., 60c; 1/8 oz., \$2.00; 1/4 oz., \$3.75.

Mixture. Tr. pkt., 60c; 1/8 oz., \$1.80; 1/4 oz., \$3.40.



**ARMERIA,
GLORY OF HOLLAND**

BOLTONIA

Latisquama. 95,000 S. 4 to 5 ft. Aster-like perennial with flowers of delicate pink about 1 in. across. Tr. pkt., 30c; 1/4 oz., \$1.00; 1 oz., \$3.25.

BROOM

Hybrids Mixed. 5500 S. 4 to 5 ft. Vigorous, hardy shrubs in a range of bright colors including all shades of pink, orange, terracotta and crimson. Flowers second season from seed. Tr. pkt., 50c; 1/8 oz., \$1.25; 1/4 oz., \$2.35.

CAMPANULA

CARPATICA. 350,000 S. 12 in. Perennial. Wide, upright cup-shaped flowers are borne on slender erect stems. Plants are leafy clumps.

Blue. Tr. pkt., 30c; 1/8 oz., 80c; 1/4 oz., \$1.45.

● **Cullinmore Mixture.** Contains many new colors in this dwarf class. Tr. pkt., 60c; 1/8 oz., \$1.50; 1/4 oz., \$2.80.

Rock Garden Blend. Desirable, low-growing kinds in a wide range of Campanula colors. Tr. pkt., 75c.

MEDIUM CALYCANTHEMA. (Cup-and-Saucer Type.) 120,000 S. 3 ft. Biennial. Both this and the following (Medium Single) are easily forced for spring greenhouse flowering either as pot plants or for cutting.

Dark Blue Light Blue Rose White Mixture

Prices above 5, each: tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

MEDIUM SINGLE (Canterbury Bells). 135,000 S. 3 ft. Biennial.

Dark Blue Light Blue Pink White Mixture

Prices above 5, each: tr. pkt., 20c; 1/4 oz., 30c; 1 oz., 90c.

MEDIUM DOUBLE (Canterbury Bells).

Formula Mixed. Tr. pkt., 30c; 1/4 oz., 80c; 1 oz., \$2.40.

PERSICIFOLIA. 340,000 S. 30 in. Perennial. 1-in. bell-shaped flowers on stiffly erect stems. 15-in. spikes.

White Blue Mixture

Prices above 3, each: tr. pkt., 40c; 1/8 oz., \$1.00; 1/4 oz., \$1.85.

Telham Beauty. 30 in. Large bells of China-blue. Tr. pkt., 40c; 1/8 oz., \$1.00; 1/4 oz., \$1.85.

PYRAMIDALIS. 250,000 S. 5 ft. Perennial.

Mixture. Tr. pkt., 40c; 1/8 oz., \$1.00; 1/4 oz., \$1.85.

Perennial Candytuft. See Iberis, page 57.

PERENNIALS—Continued

CHRYSANTHEMUM



CARNATION GRENADIN MIXTURE

● **Glory Mixture.** 9,000 S. Our finest mixture of hardy Chrysanthemums with an exceedingly wide range of brilliant colors. Contains Korean and Arcticum Hybrids, Azaleamums, Indicum and Morifolium. Tr. pkt., \$1.00; 1/8 oz., \$2.50; 1/4 oz., \$4.50.

Korean Hybrids. 60,000 S. Single and semi-double types in a good color range. Some bloom rather late for localities with early frost dates. Tr. pkt., \$1.00; 1/8 oz., \$2.50; 1/4 oz., \$4.50.

CLEMATIS

Paniculata. 10,000 S. White-flowered climber.

Recta Mandschurica. 5000 S. Panicles of fragrant white flowers on 4- to 5-ft. plants.

Prices above 2, each: tr. pkt., 75c; 1/8 oz., \$1.50; 1/4 oz., \$2.75.

COREOPSIS

11,000 S. The long, graceful stems and rich, golden yellow color give this plant real value for cutting. We find it best treated as a biennial.

● **Sunburst (New Gold).** 24 in. A fine semi-double strain, with 2-in. golden yellow flowers. Tr. pkt., 20c; 1/4 oz., 35c; 1 oz., \$1.10.

Mayfield Giant. 30 in. Extra large deep golden yellow. Single. Tr. pkt., 20c; 1/4 oz., 30c; 1 oz., 90c.

DAISY, SHASTA

(Chrysanthemum Maximum)

● **G. Marconi.** 18,000 S. The largest flowered and finest double Shasta Daisy strain. Long-stemmed. ORIGINATOR'S SEED (available in fall): Tr. pkt., 80c; 5 tr. pkts., \$3.60. REGULAR STOCK: Tr. pkt., 60c; 1/8 oz., \$1.65; 1/4 oz., \$3.00.

Double Fringed (Diener's). 18,000 S. A specially reselected strain producing about 50% good double types that should be propagated by division. Tr. pkt., 60c; 1/16 oz., \$1.35; 1/4 oz., \$4.25.

June Marguerite. 40,000 S. Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.50.

Mayfield Giant. 21,000 S. Quite large flowered, end of June.

● **Alaska.** 21,000 S. The standard Shasta Daisy. July.

Conqueror. 21,000 S. Giant late white. Late July.

Prices above 3, each: tr. pkt., 20c; 1/4 oz., 35c; 1 oz., \$1.00.



COREOPSIS SUNBURST
A fine golden yellow semi-double.

CARNATION

GRENADIN (Hardy Carnation). 14,000 S. 20 in. Good for cutting.

King of the Blacks. Darkest red.

Golden Sun ● **Pink** ● **Red** **White** ● **Mixture**

Prices above 6, each: tr. pkt., 60c; 1/4 oz., \$2.00; 1 oz., \$6.50.

Annual Carnations. See page 17.

CATANANCHE

Coerulea. 16,000 S. 24 in. Nice everlasting for cutting, with light lavender-blue, Centaurea-like flowers produced freely first year from seed. Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

CENTAUREA

Montana. 1600 S. 24 in. Large cornflower-blue flowers. Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.50.

Centaurea Cyanus. See page 18.

CERASTIUM

Tomentosum (Snow-in-Summer). 42,000 S. 10 to 12 in. An excellent dwarf bedding perennial with silvery white foliage and small white flowers. Tr. pkt., 30c; 1/4 oz., 60c; 1 oz., \$1.80.

CHEIRANTHUS (Siberian Wallflower)

19,000 S.

● **Golden Bedder.** 18 in. Large, deep golden yellow. Tr. pkt., 20c; 1/4 oz., 40c; 1 oz., \$1.20.

Orange Queen. 18 in. Free flowering brilliant orange. Tr. pkt., 20c; 1 oz., 50c; 4 ozs., \$1.50.

Annual Wallflower. See page 45.



Giant Pacific Delphinium

King Arthur

Summer Skies

OUR "6 BEST" GIANT PACIFICS

Galahad

Summer Skies

Black Knight

Blue Bird

King Arthur

Guinevere

COLLECTIONS:

Originator's Seed. 1 tr. pkt. each of 6 Best, \$10.80.

Regular Seed. 1 tr. pkt. each of 6 Best, \$8.00.

Florists' Delphinium

(10,000 seeds per oz.)

GIANT PACIFIC STRAINS Court Series

- **Black Knight.** Deep velvety blue. The darkest of all.
- **Blue Bird.** The clearest of medium blues; white bees.
- **Blue Jay.** A brilliant true medium blue with dark bee.
- **Cameliard.** A pure lavender with white bee. Very attractive.
- **Galahad.** The finest clear white Delphinium.
- **Guinevere.** Excellent, light pinkish lavender; white bee.
- **King Arthur.** Royal violet with white bee. Exceptional size.
- **Percival.** Large, glistening white flowers with black bees.
- **Summer Skies.** Light blue with attractive white bee.
- **6 Best Mix.** Formula mixture of the "6 Best" varieties.
- **Round Table.** Contains all above plus many new colors.

Prices of above:

Originator's Seed (Vetterle & Reinelt). An excellent strain of the Giant Pacifics kept uniform and vigorous by the originator. ½ tr. pkt., \$1.25; tr. pkt., \$2.00; ¼ oz., \$3.00; ¼ oz., \$5.50; 1 oz., \$20.00.

Regular Seed. A satisfactory strain one generation removed from originator's seed. Grown by a reliable seed producer. Tr. pkt., \$1.50; ¼ oz., \$2.50; ¼ oz., \$4.50; 1 oz., \$15.50.

Astolat. This series is composed principally of pale blush shades with several darker tones including a few raspberry-rose. All have dark bees. Originator's seed. ½ tr. pkt., \$1.50; tr. pkt., \$2.25; ¼ oz., \$4.50; ¼ oz., \$8.00.

Giant Pacific Regular Strain

Clear White. A fine clear white, large flowered.

Blue Shades. Mixture of light, medium and dark blue shades.

Lavender Pastel Shades. Lavender combinations with dark bees.

Mixture. All colors in this fine type.

Prices above 4, each: tr. pkt., \$1.00; ¼ oz., \$2.25; ¼ oz., \$4.00; 1 oz., \$13.50.

OTHER VARIETIES

● **Belladonna Imp.** (Cliveden Beauty). A carefully reselected strain of this popular light blue. Tr. pkt., 40c; ¼ oz., \$1.00; 1 oz., \$3.25; 4 ozs., \$11.00; 1 lb., \$40.00.

Belladonna. Light blue. Tr. pkt., 35c; ¼ oz., 70c; 1 oz., \$2.35.

● **Bellamosum Improved.** A reselected strain of this standard deep blue. Tr. pkt., 40c; ¼ oz., \$1.00; 1 oz., \$3.25; 4 ozs., \$11.00; 1 lb., \$40.00.

Lamartine. Deep, bright marine-blue with white eye. Tr. pkt., 55c; ¼ oz., \$1.50; 1 oz., \$5.00.

● **Blackmore and Langdon Hybrids.** Shades of blue with contrasting bees. A fine free-flowering hybrid strain. Tr. pkt., 40c; ¼ oz., \$1.00; 1 oz., \$3.00; 4 ozs., \$10.00.

Sapphire. Large flowered bright blue with small golden bee. Petals have a brilliant, glossy sheen. Slightly lighter than Bellamosum. Tr. pkt., 75c; ¼ oz., \$2.50; 1 oz., \$7.50.

Wrexham or Hollyhock Strain. Extra large, tapering spikes. Tr. pkt., 55c; ¼ oz., \$1.75; 1 oz., \$6.00.

Gold Medal Hybrids. Tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.75.

Cardinale. Bright scarlet. Tr. pkt., 40c; ¼ oz., 80c; 1 oz., \$2.50.

See next page for Delphinium Chinensis.

PERENNIALS—Continued

DELPHINIUM, Continued

DELPHINIUM CHINENSIS

(Annual Delphinium)

(20,000 seeds per oz.)

- **Blue Mirror.** Bright navy-blue flowers without spurs. Tr. pkt., 55c; ¼ oz., \$1.25; 1 oz., \$3.75.
 - **Cambridge Blue.** The standard Belladonna-blue variety. Tr. pkt., 40c; ¼ oz., 80c; 1 oz., \$2.75.
- White Mixture**
Prices above 2, each: tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.35.

DIANTHUS

28,000 S. Easily grown from seed and flowers May to July the second season from sowing. Germinates best in soil temperature of 65° to 75°.

Allwoodi Alpinus Mixed. 8 to 10 in. 1½ inch single flowers in shades of pink. Early June. Tr. pkt., 35c; ⅛ oz., \$1.00; ¼ oz., \$1.75.

Deltoides Erecta. 6 in. May-June flowering. A dwarf rose "Maiden Pink." A fine substitute for creeping Phlox for rock gardens and borders. Tr. pkt., 35c; ⅛ oz., \$1.00; ¼ oz., \$1.75.

Latifolius Atrococcineus. Clusters of bright crimson flowers on individual 20-in. stems. Fine for cutting. May-June. Tr. pkt., 35c; ⅛ oz., \$1.00; ¼ oz., \$1.75; 1 oz., \$5.25.

Loveliness. Pictured above, right. 15 in. Large, fringed and curled pastel and white flowers. Quite fragrant. Originator's seed. Tr. pkt., 50c; ⅛ oz., \$1.50; ¼ oz., \$4.50.

Winteri. Large single flowers in a mixture of pink and rose with dark centers borne on compact 15-inch plants. Long blooming period. June-July. Tr. pkt., 60c; ⅛ oz., \$1.50; ½ oz., \$5.00.

PLUMARIUS (Clove Pink).

Cyclops. Rose and pink with crimson ring. Tr. pkt., 40c; ¼ oz., \$1.10.

Double Mixture (Scoticus Florist Strain). Various shades of pink, rose, and white; some self colors, others with bright crimson zone. 1½-in. flowers on 12-15 in. stems. Tr. pkt., 35c; ⅛ oz., \$1.00; ¼ oz., \$1.75; 1 oz., \$5.25.

Single Mixture. 20 in. Free flowering and sweet scented, pinks and white. Spreading habit. Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.45.

BARBATUS (Sweet William). 24 in. Early June flowering. Perfectly hardy, flowering second season from seed. All of the following named varieties are single except where noted.

Holborn Glory. Striking combination of crimson center with white border. Very uniform. 18 inches tall. Clusters 2½ to 3 inches.

● **Newport Salmon** (Pink Beauty). 13 in. A particularly rich pastel salmon-rose shade. Very attractive.

Purple Beauty. 17 in. A rich, deep color.

Scarlet Beauty. 17 in. Well named, intense scarlet-red.

Giant White. 17 in. Ours is an extra large flowered strain.

Single Mixture

● **Double Mixture**

Auricula. (New.) Choice single mixture with very large flowers showing a clearly defined eye.

Prices above 8, each: tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.60.

● **Single Midget Mixed.** Very fine, neat alpine and rock plant. 4 to 6 in. with dense heads of single Sweet William flowers. Tr. pkt., 60c; ¼ oz., \$1.50; 1 oz., \$4.75.

Double Midget Crimson. (New.) A separate color selected from the popular Double Midget Mixed. True to type. Tr. pkt., 50c; ¼ oz., \$1.50; 1 oz., \$4.50.

● **Double Midget Mixed.** 6 to 8 in. Tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$3.00.

Annual Dianthus. See page 22.



DIANTHUS LOVELINESS

DICENTRA

Spectabilis (Bleeding Heart). 6000 S. 32 in. Rosy red flowers. Tr. pkt., \$1.50; ⅛ oz., \$2.20; ¼ oz., \$4.00.

Eximia (Plumy Bleeding Heart). 16,000 S. Dwarf, 12 in. Rose-pink. Tr. pkt., 40c; ¼ oz., \$1.10.

DICTAMNUS

Fraxinella (Gas Plant.) 1700 S. 30 in. Pink with dark veins. Tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.85.

DIGITALIS

GLOXINOIDES (Foxglove). 180,000 S. 4 ft. Biennial. This is an extra large flowered strain.

Purple Rose White Giant Shirley Mixture

Prices above 4, each: tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.15.

DORONICUM

Caucasicum, Magnificent. 18,000 S. 2 ft. Large yellow Gerbera-like flowers with long stems. Keeps well when cut. Tr. pkt., \$1.00; ⅛ oz., \$2.25.

ECHINOPS

Ritro (Globe Thistle). Metallic blue flower heads 1½ to 2 in. across are borne on 2- to 3-ft. plants. Can be dried for winter bouquets. Tr. pkt., 40c; ¼ oz., \$1.10; 1 oz., \$3.25.

Edelweiss. See *Leontopodium*, page 58.

TWO PUBLICATIONS OF INTEREST

BALL RED BOOK offers a world of practical growing information on such vitally important practices as seed germination, sterilizing, insect and disease control, rotations, etc. Price, \$1.50—our cost of printing and mailing.

Also our "monthly Red Book," **GROWER TALKS**, is the only commercial monthly publication which is devoted exclusively to flower growing: suggestions for items to grow, sowing dates, insect disease controls, varieties, etc. Yours for 3 years for \$2.50. **Binder** for 24 issues of **GROWER TALKS**, \$1.50.

PERENNIALS—Continued



GAILLARDIA

GAILLARDIA

GRANDIFLORA. 9500 S. The following strains, except Goblin, are excellent cut-flower sorts.

● **Dazzler.** The standard fine cutting strain. Golden yellow with maroon center.

● **Monarch Strain.** A superior mixture of large, full-petaled flowers in various red and yellow combinations.

Prices above 2, each: tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.85.

● **Burgundy.** Deep shade of wine-red. Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.35.

Portola Hybrids Mixed. Large maroon-red flowers tipped with yellow. Tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.85.

Goblin. Forms very attractive compact plants with red and yellow bicolored flowers. Quite free flowering. Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.35.

Aurea Pura. Pure yellow. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

Annual Gaillardia. See page 23.

Gas Plant. See Dictamnus, page 55.

GEUM

7000 S. The following two provide nice cut-flower material and are perfectly winter hardy with some protection.

Lady Stratheden. 24 in. Double golden yellow.

Mrs. Bradshaw. 24 in. Double glowing red.

Prices above 2, each: tr. pkt., 30c; ¼ oz., 90c; 1 oz., \$2.70.

GILIA

100,000 S.

Coronopifolia (Standing Cypress). Heads of scarlet flowers on 5-ft. plants. Biennial. Tr. pkt., 30c; ⅛ oz., 65c; ¼ oz., \$1.10.

EUPHORBIA

8700 S.

Corollata (Wild Baby's Breath). 24 in. Small Gypsophila-like white flowers. Tr. pkt., 40c; ⅛ oz., \$1.25; ¼ oz., \$2.25.

Myrsinites. Attractive succulent-like silvery green foliage. Each branch produces a brilliant yellow bract of leaves in May. 6-8 in. tall. Tr. pkt., 35c; ⅛ oz., \$1.00.

Polychroma. 15 to 18 in. Bushy plants with bracts of bright yellow changing to rosy bronze. Tr. pkt., 60c; ¼ oz., \$1.35.

FEVERFEW (Matricaria)

CAPENSIS. 145,000 S. 18 in. grown outside; 3 to 5 ft. when grown in greenhouse. Sowings made during January will provide a welcome cut the same summer.

● **Ball Double White Improved.** Sorry, Crop Failure.

Double White, Regular. The best available strain of white cut flower Feverfew. Tr. pkt., 40c; ⅛ oz., \$1.10; ¼ oz., \$2.00; 1 oz., \$6.00.

ALL-DOUBLE DWARF. 8 to 10 in. Uniformly dwarf and compact plants which are a solid mass of ball-shaped flowers slightly over ½-inch across. Very attractive for border work and makes an excellent pot plant.

● **Golden Nuggets.** Rich butter-yellow.

● **Snow Puffs.** Pure white; very effective.

Prices above 2, each: tr. pkt., 35c; ⅛ oz., 60c; ¼ oz., \$2.00.

Foxglove. See Digitalis, page 55.



FEVERFEW ALL-DOUBLE DWARF

Both Golden Nuggets and Snow Puffs make ideal pot plant or border material.



**HOLLYHOCK,
TRIUMPH**

Note the attractively fringed flowers of this fine mixture.

GYPSOPHILA

34,000 S. Valuable for outdoor summer cutting and easily and economically grown.

● **Pacifica.** 42 in. Starry pink flowers in September and October. Tr. pkt., 30c; ¼ oz., 80c; 1 oz., \$2.85.

Oldhamiana. 30 in. Feathery light pink flowers with silvery foliage. Blooms first year from an early sowing. October flowering—watch frost dates. Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.50.

PANICULATA. The regular white hardy Gypsophila. Note that double grafted varieties like Bristol Fairy are not available from seed.

● **Double Snow Flake.** 40 in. An improved double hardy Gypsophila. About 50% are double flowering plants. Tr. pkt., 40c; ¼ oz., \$1.40; 1 oz., \$4.75.

Single White. 40 in. Tr. pkt., 20c; 1 oz., 45c; 4 ozs., \$1.50.

REPENS. 6 in. An attractive, hardy rock garden plant.

Rose. Tr. pkt., 30c; ¼ oz., 80c; 1 oz., \$2.50.

Annual Gypsophila. See page 24.

HELIANthemUM

Mutabile (Sun Rose). 15,000 S. 8 to 10 in. Very attractive dwarf evergreen rock plant completely covered with blooms in mixed colors during July and August. Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.40.

HELLEBORUS

Niger (Christmas Rose). 3600 S. Attractive 2½-in. white flowers; basal foliage. Seed should be frozen before sowing or sown outdoors in fall for best results. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50.

PERENNIALS—Continued

HESPERIS

MATRONALIS (Sweet Rocket). 15,000 S. Sweet-scented flowers on 3-ft. plants.

Violet **White**

Prices above 2, each: tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.00.

HEUCHERA

SANGUINEA (Coral Bells). 750,000 S. 24 in.

Splendens. Crimson.

Hybrida Mixed. Shades of red through rose to white.

Prices above 2, each: tr. pkt., 60c; ¼ oz., \$1.75; ½ oz., \$3.25.

HIBISCUS

Mallow Marvels Mixed. 7000 S. 4 ft. Ours is a very showy extra large-flowered strain. Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.35.

HOLLYHOCK

2700 S.

Imperator Improved. Choice double crested "Tuberous Begonia-Flowered" mixture. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

Allegheny Mixed. Single and semi-double types. Tr. pkt., 20c; ¼ oz., 30c; 1 oz., 90c.

● **Triumph.** Extra large, fully double flowers in unusual, delicate art shades. Most blooms are attractively fringed. May be handled as an annual—if sown indoors in February and transplanted to the open in spring, all plants will flower nicely the same summer. Tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$1.80.

CHATER'S DOUBLE. 3100 S. The standard double.

Chamois Lilac Beauty Newport Pink Scarlet
Deep Rose Sulphur-Yellow White Mixture

Black. Deep maroon.

Prices: above 9, each: tr. pkt., 30c; ¼ oz., 55c; 1 oz., \$1.65.

IBERIS (Hardy Candytuft)

11,500 S.

Gibraltarica. 12 in. Large-flowered lilac. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50.

Sempervirens. 12 in. White flowers in late May. Seedlings flower second season. Tr. pkt., 55c; ¼ oz., \$1.35; 1 oz., \$4.75.

Jucunda. 4 in. Pink flowers. Tr. pkt., 50c; ¼ oz., \$1.50; ½ oz., \$5.40.

INCARVILLEA

Grandiflora Brevipes. 6000 S. Brilliant dark rose flowers.

Delavayi. 24 in. Large, Gloxinia-like, rosy purple flowers.

Prices above 2, each: tr. pkt., 60c; ¼ oz., \$1.20.

IRIS

7000 S.

Dichotoma (Vesper Iris). Assorted colors; fragrant. Tr. pkt., 35c; ¼ oz., 70c; 1 oz., \$2.10.

Kaempferi. A wide variety of colors with many doubles. Tr. pkt., 40c; ¼ oz., 75c; 1 oz., \$2.35.

LATHYRUS

LATIFOLIUS (Hardy or Everlasting Sweet Pea). 500 S. Abundant source of short-stemmed flowers. 7 ft.

Pink Beauty White Pearl Red Mixture

Prices above 4, each: tr. pkt., 25c; ¼ oz., 35c; 1 oz., \$1.10.

PERENNIALS—Continued

LAVANDULA

32,000 S.

- **Munstead Strain.** 12 in. Freely produces large sweet-scented flowers a month earlier than the common Lavender. An improved Vera. Tr. pkt., 40c; ¼ oz., \$1.10.

LEONTOPODIUM

Alpinum (Edelweiss). 275,000 S. Attractive rock garden plant. Small greenish white flowers. Tr. pkt., 60c; ⅙ oz., \$1.10; ½ oz., \$2.00.

LIATRIS (Gay Feather)

9500 S. Excellent cut flowers with long, decorative, bold spikes. All are easily grown.

- **Pycnostachya.** Extra long-stemmed—3 to 5 ft. with long, 15- to 18-inch flower spikes of rosy purple. Finest cut-flower kind.
Scariosa Purple. 4 ft. Extra large individual flower heads of rosy purple are carried on long, loosely set spikes.
 Prices above 2, each: tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.00.
- **September Glory.** Tall growing with purple spikes. Tr. pkt., 60c; ¼ oz., \$2.00; 1 oz., \$6.00.

LILIES

- **White Queen.** (Canadian hardy strain.) 8200 S. This is the largest and finest seed propagated Lily we know of. Produces a plentiful quantity of real quality flowers in 16-18 months from seed. Pure white. ½ tr. pkt., 75c; tr. pkt., \$1.25; ⅙ oz., \$2.75; ¼ oz., \$5.00.
- Candidum** (Madonna Lily). Tall pure white. Tr. pkt., \$1.25; ⅙ oz., \$2.75; ¼ oz., \$5.25; 1 oz., \$16.50.
- Formosanum, Giant Flowered.** 8200 S. An improved form of Philippine Lily. White flowers. Tr. pkt., 60c; ¼ oz., \$1.25; 1 oz., \$3.75; 4 ozs., \$13.00.
- Henryi.** Orange, spotted brown. Seed should be frozen in flats for four weeks at about 30° for best germination. Tr. pkt., 60c; ¼ oz., \$1.50; 1 oz., \$5.00.
- Regale** (Regal Lily). 6500 S. The large, showy flowers are pure white inside with yellow base; reverse of petals is tinged with pink. Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$1.50; 4 ozs., \$5.00.
- Rothschildiana.** Crimson with yellow bands. Popular corsage flower. Tr. pkt., \$1.00; ⅙ oz., \$2.75; ¼ oz., \$5.00.
- Tenuifolium, Coral Lily.** Freely produces medium sized flowers of brilliant coral-red. 18 to 20 in. tall. May flowering. Tr. pkt., 40c; ¼ oz., 80c.

LINUM

8500 S.

- Perenne** (Perennial Flax). 2 ft. Attractive blue flowers on slender stems. Tr. pkt., 20c; 1 oz., 60c.
- Flavum.** Yellow. Tr. pkt., 30c; ¼ oz., 75c.
- Collinum.** Dwarf growing, bright blue. Tr. pkt., 40c; ¼ oz., 80c; 1 oz., \$2.50.

LOBELIA

Cardinalis (Cardinal Flower). 725,000 S. 36 in. Bright cardinal-red. Tr. pkt., 40c; ⅙ oz., 90c; ½ oz., \$2.70.

LUNARIA

BIENNIS (Honesty or Money Plant). 1500 S.

- White Mixture**
 Prices above 2, each: tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.40.

LUPINE

POLYPHYLLUS (Hardy Lupine). Fine for cutting. Requires a well-drained location and thrives best in cool climate.

- **Russell Strain.** 1000 S. Long, closely set spikes of extra large florets in rich self colors and unusual bicolors. Developed by a famous English specialist.
RESELECTED STOCK (Originator's packets): 24 seeds, 40c; 65 seeds, 65c; 150 seeds, \$1.25; 350 seeds, \$2.50.
REGULAR SEED: tr. pkt., 40c; ¼ oz., 65c; 1 oz., \$2.10; 4 ozs., \$6.50.

MISCELLANEOUS POLYPHYLLUS VARIETIES. 1450 S.

- Dark Blue.** Tr. pkt., 20c; ¼ oz., 40c; 1 oz., \$1.15.
- Rose.** Tr. pkt., 35c; ¼ oz., 65c; 1 oz., \$2.00.
- White.** Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.10.
- **Harkness Regal Mixture.** The standard fine hybrid mixture. Tr. pkt., 20c; ¼ oz., 35c; 1 oz., \$1.10.

LYCHNIS

64,000 S.

- **Chalcedonica** (Maltese Cross). 36 in. Scarlet. Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.40.
- Rose.** 5 in. Brilliant rose, for rock gardens. Tr. pkt., 50c; ⅙ oz., \$1.50.
- Forrestii.** 15 in. Mixture of rose, lilac, white and red. Excellent cut flower and bedding plant. Tr. pkt., 35c; ¼ oz., 80c; 1 oz., \$2.40.

MATRICARIA

See Feverfew, page 56.

MYOSOTIS (Forget-Me-Not)

42,000 S.

- **Blue Bird** (Oblongata). 12 in. Standard blue for spring greenhouse flowering. Tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$3.25.
- Palustris Semperflorens.** Dwarf blue, 12 in. Flowers from early spring until autumn. Tr. pkt., 40c; ¼ oz., 90c; 1 oz., \$3.25.
- VICTORIA.** A dwarf, compact strain. 6 to 8 in.

Dark Blue	Rose	White	Dwarf Mixed
Prices above 4, each: tr. pkt., 40c; ⅙ oz., 90c; ¼ oz., \$1.65; 1 oz., \$4.90.			
- ALPESTRIS.** Biennial.
Blue Eyes. Early flowering bright blue with white eye. Tr. pkt., 60c; ¼ oz., \$1.50; 1 oz., \$4.75.
- **Royal Blue** (Indigo Blue). 12 in. Deep rich blue. Tr. pkt., 40c; ¼ oz., 85c; 1 oz., \$3.00.
- Myosotis Ball Early.** See page 29.

NEPETA

Mussini (June-flowering Catnip). 52,000 S. 12 in. Neat bushes with light blue flowers; both foliage and flowers are aromatic. Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.25.

OENOTHERA

350,000 S.

- Youngi** (Sundrop). 18 in. Large yellow blooms. Tr. pkt., 25c; ¼ oz., 65c; 1 oz., \$2.00.
- Missouriensis.** 12 in. Large flowered yellow. Tr. pkt., 30c; ¼ oz., \$1.20.
- Painted Daisy.** See Pyrethrum, page 59.

PENTSTEMON

Avalon Hybrids. 15,000 S. 3 ft. Spikes of fine, large flowers in an extremely wide and unusual range of colors. The result of crossing 2 distinct species. Tr. pkt., 40c; ⅙ oz., 80c; ¼ oz., \$1.50.

Annual Pentstemon. See page 32.

PERENNIALS—Continued

PHLOX

Hardy Phlox should be sown outside in late fall to germinate in spring, or sown and refrigerated for about one month.

Beltville Beauty. A greatly improved perennial Phlox. Large flowered, and a wide assortment of colors. Tr. pkt., **75c**; ¼ oz., **\$1.70**; 1 oz., **\$5.00**.

Decussata Mixture. 2500 S. 3 ft. Our strain of this popular perennial Phlox contains many large-flowered, brilliantly colored types. Tr. pkt., **40c**; ¼ oz., **80c**; 1 oz., **\$2.50**.

PHYSALIS

Francheti (Chinese Lantern Plant). 18,000 S. Giant orange-scarlet pods. Tr. pkt., **30c**; ¼ oz., **80c**; 1 oz., **\$2.50**.

PHYSOSTEGIA

Virginica (False Dragonhead). 16,000 S. 4 ft. Rosy lilac. Tr. pkt., **60c**; ¼ oz., **\$1.50**; 1 oz., **\$5.00**.

Pinks. See Dianthus, pages 22 and 55.

PLATYCODON

GRANDIFLORUM (Tufted Harebell or Balloon Flower). 28,000 S. 24 in. Very attractive for spring sales.

Blue. A clear, deep violet-blue.

White

Shell Pink (New).

Prices above 3, each: tr. pkt., **40c**; ⅛ oz., **90c**; ¼ oz., **\$1.60**.

MARIESI

Dwarf Blue. 16 in.

Dwarf White. 16 in.

Prices above 2, each: tr. pkt., **40c**; ⅛ oz., **90c**; ¼ oz., **\$1.60**.

POPPY

ORIENTALE (Oriental Poppy). 140,000 S. Large cup-shaped flowers with crinkled petals. Newly opened flowers when cut in early morning or late evenings will keep in water for 3 to 5 days if ends of stems are well burned within 5 minutes of cutting.

Beauty of Livermere. Dark oxblood-red. Tr. pkt., **35c**; ¼ oz., **\$1.25**.

Brilliant. Vivid, fiery red. Tr. pkt., **35c**; ⅛ oz., **\$1.00**; ¼ oz., **\$1.75**.

Perry's White. (New.) In our experience, the first clear white perennial Poppy. Tr. pkt., **75c**.

Princess Victoria Louise. The standard light orange. Tr. pkt., **35c**; ¼ oz., **\$1.00**; 1 oz., **\$3.75**.

Salmon Shades. Huge blossoms in unusual new salmon shades. Tr. pkt., **40c**; ⅛ oz., **\$1.10**; ¼ oz., **\$1.85**.

Mixture. Of all colors. Tr. pkt., **40c**; ¼ oz., **\$1.25**; 1 oz., **\$4.25**.

Annual Poppy. See page 33.

PRIMULA

VERIS. 33,000 S. A very useful class for spring pot work. Plants lifted from outdoors in fall will make specimen pot plants from February on.

● **Colossea.** Extra large flowers (1½ to 2 in.) on long stiff stems. Remarkable range of unusual colors. Tr. pkt., **\$1.25**; ⅛ oz., **\$3.00**; ¼ oz., **\$5.25**; 1 oz., **\$17.00**.

● **Giant Munstead Strain.** The standard strain for bedding; in shades of yellow. Tr. pkt., **\$1.25**; ⅛ oz., **\$3.00**; ¼ oz., **\$5.25**; 1 oz., **\$17.00**.

● **Polyanthus Mixture.** (Unwin's strain.) 12 in. Tr. pkt., **\$1.00**; ⅛ oz., **\$2.25**; ¼ oz., **\$4.25**; 1 oz., **\$12.50**.

● **Giant Monarch Strain.** A fine large-flowered mixture. Tr. pkt., **\$1.25**; ⅛ oz., **\$3.00**; ¼ oz., **\$5.25**; 1 oz., **\$17.00**.

MISCELLANEOUS HARDY PRIMULAS

Giant Crimson

Giant Yellow

Giant White

Prices above 3, each: tr. pkt., **80c**; ¼ oz., **\$1.85**; ⅛ oz., **\$3.25**.

Blue Flowered. Tr. pkt., **\$1.00**; ⅛ oz., **\$2.75**; ¼ oz., **\$5.25**.

PRIMULAS, Continued

● **Cashmeriana.** Ball-shaped heads of rich purple flowers with yellow centers. Tr. pkt., **\$1.00**; ⅛ oz., **\$3.75**; ¼ oz., **\$12.50**.

● **Vulgaris** (True yellow English Primrose). 19,000 S. 6 in. Tr. pkt., **60c**; ¼ oz., **\$1.75**; 1 oz., **\$6.50**.

● **Japonica.** Crimson, rose and pink flowers borne in whorls on 6- to 9-in. stems. Tr. pkt., **40c**; ⅛ oz., **\$1.00**.

Annual Primulas. See page 33.

PYRETHRUM

ROSEUM (Painted Daisy). 18,000 S. The standard hardy cut flower class. The following varieties will make an excellent showing with a minimum of care.

● **Atrosanguineum.** A popular dark crimson strain.

● **Rose.** Single pink flowers.

● **Robinson's Dark Crimson.** Giant flowered, dark red.

● **Robinson's Mixture.** Large single mixture.

● **Semi-Double Mixture.** An excellent strain. Large flowered and free blooming.

Prices above 5, each: tr. pkt., **60c**; ¼ oz., **\$1.50**; 1 oz., **\$4.75**.

● **Double Mixture.** The percentage of large flowers, with double row of petals, exceeds that of any other strain. Note, however, that 2 years' growth is required to produce the finest flowers in any double Pyrethrum. Tr. pkt., **60c**; ⅛ oz., **\$1.50**; ¼ oz., **\$2.75**; 1 oz., **\$8.25**.

● **Parthenifolium Aureum** (Golden Feather). Dwarf, yellow-green foliage. Tr. pkt., **20c**; ¼ oz., **35c**; 1 oz., **\$1.00**.

RUDBECKIA

● **Purpurea** (Echinacea). 7000 S. 4 ft. Reddish purple flowers. Tr. pkt., **35c**; ¼ oz., **\$1.00**; 1 oz., **\$3.50**.

SALVIA

● **Patens.** 3800 S. 30 in. Navy blue hardy Salvia. Tr. pkt., **60c**; ¼ oz., **\$1.50**; 1 oz., **\$4.75**.

SAPONARIA

● **Ocymoides.** 5500 S. 12 in. Trailing rock plant; rose-pink flowers. Tr. pkt., **30c**; ¼ oz., **75c**; 1 oz., **\$2.25**.

SCABIOSA

2400 S. Excellent large-flowered perennial cut-flower material. Seed germination sometimes slow.

CAUCASICA. 30 in. Flower heads up to 3 in. across.

● **Goldingensis.** Large flowered, fine deep lavender. Tr. pkt., **40c**; ¼ oz., **\$1.10**; 1 oz., **\$3.75**.

● **Perfecta.** Improved large flowered form of this lilac-lavender strain. Tr. pkt., **35c**; ¼ oz., **80c**; 1 oz., **\$2.60**.

● **House Hybrids.** Large flowers ranging from white to deep blue. Tr. pkt., **40c**; ¼ oz., **\$1.10**; 1 oz., **\$3.75**.

STATICE

Perennial Statice are very hardy, make good cut flower material and can be dried and dyed.

● **Caspia.** 175,000 S. 30 in. Seedlings flower second season. Lilac. Tr. pkt., **30c**; ¼ oz., **80c**; 1 oz., **\$2.75**.

● **Dumosa.** 19,000 S. 18 in. Dense clumps of silvery gray flowers. Tr. pkt., **40c**; ¼ oz., **\$1.00**; 1 oz., **\$3.00**.

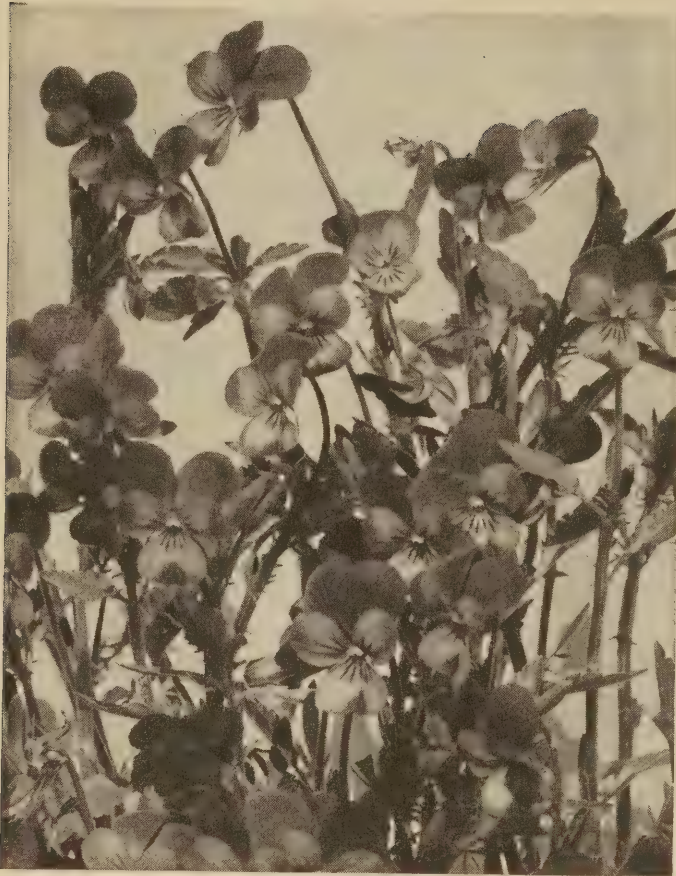
● **Latifolia** (Sea Lavender). 40,000 S. 30 in. Standard blue perennial Statice. Tr. pkt., **30c**; ¼ oz., **65c**; 1 oz., **\$2.00**.

● **Perezi.** 14,000 S. Flowers in large lavender heads first year from seed. Tr. pkt., **30c**; ¼ oz., **75c**; 1 oz., **\$2.25**.

Annual Statice. See page 34.

Stock, Brompton or Winter. See page 41.

PERENNIALS—Continued



VIOLA

Violas bloom more freely than Pansies, and over a longer period.

STOKESIA

Cyanea (Stokes' Aster). 3300 S. 16 in. Large blue flowers. Tr. pkt., 35c; ¼ oz., \$1.00.

THALICTRUM

Dipterocarpum (Meadow Rue). 12,000 S. 3 to 4 ft. Rosy purple clusters of flowers in early June. Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.35.

THERMOPSIS

Caroliniana. 6500 S. 3 to 5 ft. Long panicles of yellow pea-shaped flowers. Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.35.

Trachelium. See page 44.

TRITOMA (Red Hot Poker)

20,000 S. Attractive long spikes from late summer until frost. 3 to 4 ft.

● **Pfitzer's Red**. Large brilliant red.

Mirabilis. Yellow and orange shades.

Prices above 2, each: tr. pkt., 30c; ¼ oz., 60c; 1 oz., \$2.00.

TROLLIUS

8000 S. Allow seed to stand outdoors over winter for good germination or soak in hot water 30 minutes before sowing. Plants require moist soil.

Ledebouri, Orange (Globe Flower). The standard variety. 2 ft. tall. Tr. pkt., 60c; ¼ oz., \$1.25; ½ oz., \$2.25.

Europaus (Golden Ball). Late yellow. Tr. pkt., 40c; ½ oz., \$1.10; ¼ oz., \$2.00.

Hybrids Mixed. Beautiful variations in both form and shades. Tr. pkt., 40c; ½ oz., \$1.50; ¼ oz., \$2.70.

VERONICA

Spicata, Dwarf Mixed (Speedwell). 250,000 S. Showy, easily grown plants; brightly colored. Tr. pkt., 35c; ¼ oz., 75c; 1 oz., \$2.25.

VIOLA

CORNUTA. 24,000 S. Miniature Pansies. Extra free-flowering and effectively used for bedding. Perfectly hardy.

Apricot. Prefer Chantreyland. Tr. pkt., 55c; ½ oz., \$1.15; ¼ oz., \$2.10; 1 oz., \$6.50.

Arkwright Ruby. Maroon with dark center. Bright color. Tr. pkt., 60c; ½ oz., \$1.60; ¼ oz., \$2.90; 1 oz., \$9.00.

● **Blue Perfection**. Large flowered clear medium blue. Tr. pkt., 60c; ½ oz., \$1.20; ¼ oz., \$2.25; 1 oz., \$6.50.

● **Chantreyland**. Extra large-flowered true apricot. Tr. pkt., 60c; ½ oz., \$1.15; ¼ oz., \$2.20; 1 oz., \$6.50.

Firmament. Free blooming, clear sky-blue. Tr. pkt., 60c; ¼ oz., \$1.15; ½ oz., \$2.20.

Jersey Gem. Deep orchid; large flowered and attractive. Tr. pkt., 60c; ¼ oz., \$1.15; ½ oz., \$2.25.

King Henry. Rich violet-blue with lavender center and small yellow eye. Tr. pkt., 60c; ½ oz., \$1.15; ¼ oz., \$2.20; 1 oz., \$6.50.

● **Lutea Splendens**. Clear golden yellow. Tr. pkt., 60c; ¼ oz., \$1.60; 1 oz., \$5.25.

Papilio. Blue and white combinations. Extra dwarf and free-flowering. Tr. pkt., 40c; ¼ oz., \$1.25; 1 oz., \$4.25.

Puck. Yellow and purple. Tr. pkt., 40c; ¼ oz., \$1.35; 1 oz., \$4.25.

● **White Perfection**. Small pure white. Tr. pkt., 40c; ¼ oz., \$1.35; 1 oz., \$4.25.

Scottish Mixed. (New.) Larger flowers and a brighter and more complete range of colors than our Large Flowered Mixture. Very showy. Tr. pkt., 40c; ¼ oz., \$1.15; ½ oz., \$3.35; 1 oz., \$10.00.

● **Large-Flowered Mixture**. Mixture of large-flowered varieties. Tr. pkt., 40c; ¼ oz., \$1.35; 1 oz., \$4.25.

"JUMP-UPS"

These small, but free flowering Violas make excellent bedding and rock garden plants, blooming continuously from early spring to late fall.

Black Imp (Nigra). Small, velvety, coal-black flowers. Tr. pkt., 60c; ½ oz., \$1.35; ¼ oz., \$2.50.

● **Blue Elf**. (Improved Johnny Jump Up). 43,000 S. Three-colored blooms of deep violet, light blue and gold are freely produced on low-growing plants. Tr. pkt., 60c; ½ oz., \$1.35; ¼ oz., \$2.50.

● **Helen Mount**. A richly colored combination of violet, lavender and canary-yellow. Very free flowering with narrow bushy foliage. Tr. pkt., 60c; ½ oz., \$1.35; ¼ oz., \$2.50.

ODORATA. The popular fragrant "English Violet."

Sempreflorens. Deep blue. Tr. pkt., 40c; ¼ oz., \$1.40.

YUCCA

Hardy Varieties Mixed. 1800 S. Striking plants of exotic appearance. Many varieties are included in this blend. Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.25.



Florist Formula Lawn Grass Mixture

We believe florists are the most critical seed buyers in the world. Whether you sell or grow, we know you want the very finest Lawn Grass Seed. That's why we are offering these special mixtures

blended by ourselves for the florist trade only. We use only heavy weight seed of grasses that produce a deep rooted, permanent turf of lasting beauty. Figure 1 lb. of seed to sow 200 sq. ft.

MERION BLUE GRASS

Merion Mix. This mixture contains 24% or more of the new, sensational Merion Blue Grass, which produces thicker, more luxuriant turf. As this slower-growing, spreading grass takes over, it can be mowed down to $\frac{3}{4}$ inch. **POSTPAID.** 1 lb., \$3.00. **BULK PRICE, F.O.B. West Chicago.** 30 lbs. or more, \$2.30 per lb.
Merion Blue. Very small seed. Use 1 lb. for 500 square feet; or since this new grass is very slow to germinate, we recommend mixing it with faster germinating kinds. Use 20 to 40% with other seed for best results. **POSTPAID.** 1 lb., \$5.00; 10 lbs., \$45.00.

SUNNY LOCATIONS

Our general purpose lawn mixture of exceptionally high quality. This is our recommendation for all locations where special consideration is not necessary.

Pre-packaged in individual resale containers. **POSTPAID.** 3 lbs., \$4.00; 5 lbs., \$6.75; 10 lbs., \$13.25; 25 lbs., \$32.50.

Bulk Prices, F.O.B. WEST CHICAGO. In quantities of 30 to 300 lbs., \$1.10 per lb. Over 300 lbs., write us.

SHADY LOCATIONS

For those shady locations we have a special mixture blended to withstand and thrive in even the deepest of shade! For partial shade, use the mixture at left.

Pre-packaged in individual resale containers. **POSTPAID.** 3 lbs., \$3.60; 5 lbs., \$5.75; 10 lbs., \$11.25; 25 lbs., \$27.50.

Bulk Prices, F.O.B. WEST CHICAGO. In quantities of 30 to 300 lbs., 89c per lb. Over 300 lbs., write us.

SPECIAL DEALER OFFER No. 1 SUNNY LOCATIONS (f.o.b. West Chicago)

12	1 lb. pkgs.	}	55 lbs.
6	3 lb. pkgs.		Your cost
5	5 lb. pkgs.		\$61.00

(Suggested Retail—\$83.00)



VILLAGE GREEN

An economy mixture that fills the need for a good quality, inexpensively priced lawn grass seed.

Pre-packaged in individual resale containers—**POSTPAID.** 3 lbs., \$2.55; 5 lbs., \$4.00; 10 lbs., \$7.75; 25 lbs., \$19.00.

Bulk Prices—F.O.B. WEST CHICAGO. 30 to 300 lbs., 54c per lb. Over 300 lbs., write us.

SPECIAL DEALER OFFER No. 2 (f.o.b. West Chicago)

12	1 lb. pkgs.	}	55 lbs.
6	3 lb. pkgs.		Your cost
5	5 lb. pkgs.		\$35.25

(Suggested Retail—\$50.50)

VIBRA - SEEDER

So simple, yet so practical! Even the finest of seeds can be spaced with complete accuracy. After a little experience or practice, it is very possible to greatly reduce the quantity needed by eliminating loss thru "bunching." NO necessity of changing parts to adapt the seeder to a special type or size of seed—equally good on all sizes and shapes. We use this seeder extensively in our own seed sowing operations. **Price each, \$1.95.**

Vegetable Seeds for Florists

Our vegetable seeds are of the same superior quality as our flower seeds. Don't miss out on the increased sale of vegetables this spring. Higher prices and the national situation will once again place a demand on vegetables for "back-yard" gardening. BE READY!

(●) For easy reference, we've marked the best vegetable varieties for greenhouse forcing with a dot. All are thoroughly tested.



Band-grown vegetables mean earlier crops. Use the banded plant cut as your guide to suitable varieties for growing in Plant Bands.

BEANS

	4 ozs.	1 lb.	10 lbs.
Bountiful. 47 days. Green bush	\$0.20	\$0.50	\$4.50
Dwarf Horticultural. "Roman Bean." Green bush	.20	.50	4.50
Golden Wax. 51 days. Yellow bush	.20	.50	4.50
Kentucky Wonder. 65 days. Green pole	.20	.50	4.50
Stringless Green Pod. 53 days	.20	.50	4.50
Top-Crop. 48 days. New, green pencil pod	.20	.50	4.50
Burpee's Bush Imp. Lima. 75 days	.20	.50	4.50

BEETS

(1 oz., for 60-foot row.) Sow when ground can be worked and make successive sowings until July. Space rows 18 inches. Broadcast seeds in Ball Bands for plant sale.

	1 oz.	4 ozs.	1 lb.
Crosby's Egyptian. (Original Strain.)	\$0.15	\$0.50	\$1.50
Detroit Dark Red. (Improved Strain.)	.15	.50	1.50
● Early Wonder Tall Top. Valuable for BEET GREENS as well as globular roots	.15	.50	1.50
● Extra Early Flat Egyptian. Earliest and best for forcing or home gardens	.15	.50	1.50

BROCCOLI

(About 10,000 seeds per oz.) Sow in March. Space plants 36x24".

	1 oz.	4 ozs.	1 lb.
Green Sprouting. Valuable all-season "cut and come again" strain for home garden or market	\$0.40	\$1.35	\$4.00
De Cicco. 60 days. Earliest to mature	.60	2.00	6.00

BRUSSELS SPROUTS

(About 7000 seeds per oz.) Sow in March. Space 36x18".

	1 oz.	4 ozs.	1 lb.
Long Island Imp. 90 days. Stem closely set with 1½ in. round cabbage-like heads. 20" tall, good keeper	\$0.45	\$1.50	\$4.50

CABBAGE

(Danish Crown)

(About 7000 seeds per oz.) Sow in Feb.-March for the first crop and in June for a fall crop. Space earlies 24x18", late 36x20". Days indicated are from the date the plants are set out. Handling cabbage plants in plant bands will prevent premature heading.

YELLOWS RESISTANT VARIETIES

In order of maturity.

	1 oz.	4 ozs.	1 lb.
Jersey Queen. 63 days. The resistant Jersey Wakefield. Heads are solid, conical	\$0.45	\$1.45	\$4.35
Golden Acre Resistant. 65 days. Resistant Golden Acre type. Medium small, round heads	.75	2.50	7.50

CABBAGE—Continued

	1 oz.	4 ozs.	1 lb.
Marion Market. Heads a little later and larger than Copenhagen Market	\$0.50	\$1.60	\$4.80
Racine Market. 65 days. Large round heads of blue-green color. Slow-bolting	.60	2.00	6.00
Wisconsin All-Season. Good winter keeper; large, flat, hard heads	.50	1.60	4.80
Bugner. 100 days. Round heads; average 10 lbs., 8 inches diameter. Excellent	.90	3.00	9.00
Wisconsin No. 8. Resistant Hollander	.60	2.00	6.00

STANDARD VARIETIES

In order of maturity.

Early Jersey Wakefield. Pointed heads. Plants small, allowing close planting	.40	1.20	3.60
Golden Acre. Extra early. Round heads, short stem, 64 days. Uniform, firm; matures evenly	.45	1.50	4.50
Copenhagen Market. A very choice strain. Medium-sized heads; compact	.45	1.50	4.50
Charleston. (Large Wakefield.) Heart shaped, average weight 4-5 lbs.	.40	1.20	3.60
Early Dwarf Flat Dutch. Heads nearly round, firm; fine flavor and high quality.	.40	1.20	3.60
All Head Early. Good winter keeper. Deep heads, flat, firm, valuable for kraut. 77 days	.40	1.20	3.60
All Season. Best in hot, dry weather	.40	1.20	3.60
Late Flat Dutch. Good keeper, firm heads	.40	1.30	3.90
Danish Ballhead. Penn State Strain (Short Stem.) Best late variety, heads large, flat, solid; keeps until late spring. 105 days	.50	1.50	4.50

SAVOY and RED CABBAGE

Chieftain. 85 days. Heads medium large; flat and firm. Crimped leaves	.50	1.50	4.50
Mammoth Rock Red. Best red variety	.50	1.50	4.50

CARROT

(1 oz. for 300-ft. row.) Sow as early as the ground can be worked and make successive plantings until Aug. 1st. Space rows 12 to 18".

	1 oz.	4 ozs.	1 lb.
● Amsterdam Forcing. Roots reddish orange, 6 in., uniformly tapered. Best for forcing. About 2 weeks earlier than other varieties	\$0.35	\$1.20	\$3.60
Chantenay Red Cored. Tapering	.30	.90	2.70
Danvers Half Long. Tapering	.30	.90	2.70
Hutchinson. Latest and largest variety	.30	.90	2.70
Morse's Bunching. (All-America Award)	.30	.90	2.70



CAULIFLOWER SNOWBALL "A"

CAULIFLOWER



(About 7000 seeds per oz.) We offer only genuine **Danish grown seed**, recognized as the world's finest. Sow in February or March for plant sale. To insure unchecked growth and sure heading, plants should be handled in plant bands or pots. Space 18x24 in. Days indicated are from date plants are set out.

Danish Giant Dry Weather. Select. 70 days.

Early Dwarf Erfurt. Select. 60 days.

● **Early Snowball "A."** 55 days. Standard early. Fine for greenhouse forcing, frame or outdoor culture. See cut above.

Snowball "X." 65 days. Well adapted for use under a wide range of conditions. Heads large, firm and pure white.

Snowdrift. 65 days. Larger than Snowball; firm and well protected by inner leaves. Good for distant shipping.

Prices of above 5, each: tr. pkt., 40c; 1/4 oz., 80c; 1 oz., \$2.40; 4 ozs., \$8.00; 1 lb., \$24.00.

CELERIAC

1 oz. 4 ozs. 1 lb.



Large Smooth Prague. Turnip-rooted Celery. Excellent winter keeper. 1/4 oz., 25c \$0.75 \$2.35 \$7.00

CHINESE CABBAGE

Michihli. 70 days. 20 in. tall. Surer heading and more uniform than the-old Chihli. Crisp, tender and well balanced. A great improvement30 1.00 3.00

CELERY



(About 8000 plants per oz.) Sow in Feb. or March for plant sales. Cover seeds lightly. Space 6x28". Days indicated are from date of planting.

1 oz. 4 ozs. 1 lb.

Golden Plume. Non-bolting. Select. 85 days. Desirable for home and market garden. 1/2 oz., 65c \$1.20 \$4.00 \$12.00

Golden Yellow Self-Blanching. Dwarf. Standard market sort. 1/2 oz., 50c90 3.00 9.00

Summer Pascal. 110 days. Uniform, thick, rounded stalks. Better than Giant Pascal. 1/2 oz., 55c 1.00 3.35 10.00

Utah or Salt Lake No. 99. 125 days. Midseason, full hearted and compact. 1/2 oz., 55c 1.00 3.35 10.00

CHIVES



(Grass-Onion.) A perennial, quickly started from seed. Popular for flavoring and borders. 1/4 oz., 30c... .90 3.00 9.00

Vegetable Seeds for Florists (Continued)

CORN

	4 ozs.	1 lb.	10 lbs.
Golden Bantam. 79 days	\$0.15	\$0.45	\$4.00
Golden Cross (Hybrid). 85 days20	.60	5.50
● Foremost Hybrid No. 1. (New). 67 days. Unusually high yield of 8-inch ears on 5-ft. plants. Golden yellow.35	1.00	9.00
Stowell's Evergreen. 95 days. White ..	.15	.45	4.00

CUCUMBER

(About 1000 seeds per oz.). 1 oz. for 80 hills or 200-ft. row. Distance between rows 3 to 6 ft.

● **Ball Early Hybrid.** New, heavy yielder. F1 Hybrid. Size similar to "Straight 8", color dark green. It is a white spined, slicing type, earlier than Burpee Hybrid and has some resistance to downy mildew and mosaic. Tr. pkt., 50c; 1/4 oz., \$1.40; 1 oz., \$4.20; 4 ozs., \$12.50.

1 oz. 4 ozs. 1 lb.

Cubit. 60 days. Good slicer. Stays fresh for shipping or on market. 9 in. \$0.35 \$1.20 \$3.50

Chicago Pickling. 6 in. 60 days
 .25 | .85 | 2.50 |

Imp. Long Green. Ideal slicer. 12 in.30 1.00 3.00

● **Longfellow.** 72 days. One of the main forcing varieties. 12 to 14 in. long
 .35 | 1.20 | 3.50 |

National Pickling. 50 days. Considered best for small pickles
 .25 | .85 | 2.50 |

● **Seedless Supreme.** Best of the European forcing types. Form 12-14 in. fruits without pollination and is seedless unless pollinated. Dark green, disease resistant, very prolific. For forcing only in high humidity at 75-85° temperature. 100 seeds, 50c; 1000 seeds, \$4.50.

Small Gherkin. 2 in. long; very prolific.30 1.00 3.00

Straight 8. Deep green; ideal shipper30 1.00 3.00

EGGPLANT



(About 6000 seeds per oz.). Sow in February or March for plant sales. Space plants 18x24 in.

● **Beauty Hybrid.** (New.) Our trial ground proved this new Ball Hybrid to be considerably earlier and more productive than the regular Black Beauty. Fruits are a little more oblong and are produced on strong, erect plants. 1/8 oz., \$1.45; 1/4 oz., \$2.60; 1/2 oz., \$4.30; 1 oz., \$7.80.

1 oz. 4 ozs. 1 lb.

Black Beauty. Popular market variety. Dark purple. Broad, egg-shaped
 \$0.60 | \$2.00 | \$6.00 |

Fort Myers Market. Oval fruits carried well above ground. Quite resistant to disease and excessive heat. 1/2 oz., 45c80 2.70 8.00

New Hampshire Early. Medium sized, oval fruits bred for northern climate. Prolific
 .85 | 2.85 | 8.50 |

ENDIVE

(1 oz. for 100-ft. row.) Sow in April or June-July for fall crop which may be kept for several months if taken up with soil before killing frost, packed closely and stored in basement.

1 oz. 4 ozs. 1 lb.

Full Heart Batavian (Escarolle)
 \$0.30 | \$0.90 | \$2.70 |

Deep Heart Fringed. Upright growth .. .30 .90 2.70



HERBS

Sell an Herb Garden!



Five plants each of the 10 varieties listed, ready for sale in Ball PlanTrays as shown in the picture above, make an ideal merchandising package. Or for the customer who wants to have more of one kind, have flats of 12 or 25 plants of one kind ready. More and more frequently home garden and housekeeping magazines are stressing the use of herbs in cookery. Take advantage of this free publicity and let your customers know you are ready to fill their needs. Leaflets describing each variety with collection offers.

Anise Basil Borage Coriander Dill
Sweet Fennel Savory

Prices above 7, each: tr. pkt., 15c; 1 oz., 60c.

Sweet Marjoram Sage

Prices above 2, each: tr. pkt., 15c; 1/2 oz., 60c.

Thyme. Tr. pkt., 15c; 1/4 oz., 60c.

COLLECTIONS

Tr. pkt., each of above 10 Herbs, \$1.00.

60c pkt., each of above 10 Herbs (approximately the same number of seeds of each variety), \$5.00.

KALE

Danish Grown

1 oz. 4 ozs. 1 lb.

(About 7000 seeds per oz.)

Dwarf Green Curled. Very hardy \$0.30 \$1.00 \$3.00

KOHLRABI

(About 7000 seeds per oz.)

- **Early White Vienna.** Standard sort for forcing and home garden. Globe-shaped30 1.00 3.00
- Early Purple Vienna**30 1.00 3.00

LEEK



(About 9000 seeds per oz.) More delicately flavored than the mildest Onion. Has a decided sweet flavor. Cooked and served like Asparagus. Grow for plant sale like Onions. Stores well; extremely hardy.

1 oz. 4 ozs. 1 lb.

Elephant. 150 days. 8-in. stems. Best strain of this fine "Asparagus Onion" . . \$0.45 \$1.50 \$4.50

Vegetable Seeds for Florists (Continued)

LETTUCE



(15,000 seeds per oz. 1/4 oz. for 100-ft. row.) There is a premium on Lettuce PLANTS. They are readily transplanted in plant bands and heading varieties will make large solid heads, if set out early, even before late frost is over.

Sow March 15 or 4 weeks before setting out plants. Space 14x18 in.

FORCING VARIETIES

Approximate growing time 60-90 days. Temperature 50°. Transplant. Sow any time.

1 oz. 4 ozs. 1 lb.

- **Grand Rapids Forcing.** Mildew-resistant. The standard LOOSE LEAVED variety for greenhouse forcing. Tender and sweet. Best early \$0.25 \$0.80 \$2.40
- **Bibb Forcing.** Butterhead type of finest flavor and well adapted to greenhouse culture. Demands even temperature, more so than Grand Rapids30 1.00 3.00

STANDARD VARIETIES

- Big Boston.** HEADING; used for spring and fall hotbed and cold frame culture . . .20 .70 2.10
- Black-Seeded Simpson.** LOOSE-LEAVED .20 .70 2.00
- Great Lakes.** New outstanding HEAD lettuce; slow to bolt. "All-America" winner .50 1.70 5.10
- Imperial No. 44.** Sure HEADING Iceberg type. Recommended for plant sales .50 1.60 4.80
- New York No. 12.** Early sure HEADING Iceberg type. Does well in midsummer . .50 1.60 4.80
- May King.** Earliest of the Butterheads. Valuable for forcing outdoors or frames . .30 1.00 3.00
- Oak Leaf.** Rather indefinite HEADS; medium sized. Leaves deeply lobed35 1.15 3.40
- Cos or Romaine.** "White Paris." Self-folding, oblong heads for forcing and outdoor culture25 .85 2.50
- Salad Bowl (New).** LOOSE-LEAVED. All-America Gold Medal winner, 1952. Early (45 days), stands summer heat exceptionally well; slower to bolt than most other varieties. An improvement over Oak Leaf75 2.50 7.50

MELONS

MUSKMELON

(1000 seeds per oz.) 1 oz. 4 ozs. 1 lb.



Golden Delight. A.A.S. Large, early. Hard shell, small seed cavity . \$0.45 \$1.50 \$4.50

Honey Dew. MILDEW-RESISTANT30 .90 2.70

Honey Rock. 85 days. Flesh orange, sweet and of finest flavor. Good shipper30 .90 2.70

Iroquois. 86 days. Resistant Bender type. Orange flesh30 .90 2.70

Pride of Wisconsin. 90 days. Thick, orange-fleshed, popular30 .90 2.70

WATERMELON

Harris Earliest. 80 days. Fruits oval20 .70 2.10

New Hampshire Midget. (New.) Early .35 1.20 3.50

MUSHROOM SPAWN

Lambert's Mushroom Spawn. 1 brick, 50c; 5 bricks, \$2.00; 10 bricks, \$3.50. Bricks weigh approximately 1 lb. and will plant 16 sq. ft.

Vegetable Seeds for Florists (Continued)

ONION

(About 9000 seeds per oz.)



	1 oz.	4 ozs.	1 lb.
Ebenezer. Early flat straw-colored, mild-flavored; used for sets ..	\$0.35	\$1.20	\$3.60
Prizetaker (Valencia). Yellow, good keeper, flesh mild. ½ oz., 40c ..	.70	2.30	6.90
Southport Red Globe. 110 days. Splendid keeper. Best red variety. ½ oz., 30c ..	.50	1.60	4.80
Riverside—Utah Strain. (Yellow Sweet Spanish.) Globe-shaped, keeping extra well for soft type. Midseason. ½ oz., 40c ..	.70	2.30	6.90
Yellow Globe Danvers. Firm and hard; excellent keeper. ½ oz. 25c ..	.40	1.30	3.90
Yellow Bermuda (White Bermuda). Standard early. Flat, straw colored. ½ oz., 40c ..	.70	2.30	6.90

PARSLEY



(¼ oz. per 100-ft. row.) Roots are transplanted from outside to 4-in. pots or ground bed in cool house, or sow directly, 8x8 in.

	1 oz.	4 ozs.	1 lb.
● Extra Triple Curled. 75 days. Closely curled, very compact and productive ...	\$0.20	\$0.65	\$2.00
● Paramount. 90 days. The most dwarf and curled Parsley. Uniform dark green20	.65	2.00

PARSNIP

(1½ ozs. per 100-ft. row). Sow early, space rows 18 in. Roots hardy.

	1 oz.	4 ozs.	1 lb.
Short, Thick. 100 days. Finest and earliest strain. Pulls easily, sweet delicate flavor ..	\$0.15	\$0.50	\$1.50
Smooth White. 130 days. Evenly tapered—whiter than "Hollow Crown" ..	.15	.50	1.50

PEAS

	4 ozs.	1 lb.	10 lbs.
Alderman. 74 days. Tall ..	\$0.15	\$0.45	\$4.00
Thos. Laxton. 62 days. Medium ..	.15	.45	4.00
Little Marvel. 64 days. Dwarf ..	.15	.45	4.00

PEPPER



(About 3000 seeds per oz.). Sow 6 weeks before outdoor planting. Germinate seeds warm. Space plants 16x24 in. Days indicated are from date plants are set out.

	1 oz.	4 ozs.	1 lb.
Avalon. Sweet button-shaped fruits about 2 in. across; red flesh. ¼ oz., 50c ..	\$1.50		
California Wonder Select. (Sweet.) 72 days. Standard of excellence in Sweet Peppers. Extra thick walls. ½ oz., 40c ; ..	.75	2.70	7.50
Chinese Giant (Sweet). 80 days. The largest Sweet Pepper. ½ oz., 40c ..	.75	2.70	7.50
Golden Wonder. Golden fleshed California Wonder type. ½ oz., 60c ; ..	1.00	3.35	10.00
Harris' Early Giant (Sweet). 63 days. Well suited to northern states. ½ oz., 50c ..	.90	3.00	9.00
Hungarian Yellow Wax (Hot). Tapering, 6½ in. long. Very early. Plants small, productive. ½ oz., 40c ..	.75	2.50	7.50
Large Bell (Hot). 65 days. Ribs pungent, otherwise mild. ½ oz., 40c ..	.70	2.40	7.00
Large Cherry (Hot). ½ oz., 40c ..	.70	2.40	
Long Red Cayenne (Hot). 70 days. For pickles, canning or drying. ½ oz., 35c ..	.60	2.00	6.00
Merrimack Wonder. (Mild.) Thick flesh. Recommended where growing season is short. ½ oz., 50c ..	.95	3.35	9.50
Oakview Wonder (Sweet). 65 days. (Early California Wonder.) ½ oz., 50c ..	.90	3.00	9.00



PEPPER, YOLO WONDER

The new mosaic-resistant strain developed by Dr. Porter (of Campbell Soup Co.). Flesh very thick. California Wonder type.

PEPPER, Continued

	1 oz.	4 ozs.	1 lb.
Pimento (Perfection). (Sweet.) 72 days. Fruits smooth, conical. ½ oz., 45c ..	\$0.75	\$2.50	\$7.50
Red Chili. Numerous 2-2½ in. long fruits. Borne upright. Very pungent. ½ oz., 40c ..	.75	2.50	7.50
Romanian. (Sweet.) Yellow. ½ oz., 60c ..	1.00	3.35	
Ruby King (Sweet). 68 days. Very productive. ½ oz., 35c ..	.65	2.20	6.50
Sunnybrook. (Sweet.) Tomato-shaped fruits. Turns scarlet-red earlier than most other peppers. 70 days. ½ oz., 40c ..	.75	3.00	7.50
Sweet Banana. Early. Tapering, 6½ in. long. ½ oz., 60c ..	1.00	3.35	10.00
Sweet Bull Nose (Sweet Mountain). Mild-fleshed. 65 days. ½ oz., 35c ..	.65	2.20	6.50
World Beater (Sweet). 70 days. Large, oblong, green, thick flesh. ½ oz., 35c ..	.60	2.00	6.00
Vinedale. Sweet. All-America winner, 1952. Improves thickness, size, and smoothness of Harris' Early Giant. Best for northern climates. ½ oz., 50c ..	.95	3.35	9.50
● Yolo Wonder. (New.) 70 days. Mosaic resistant. ½ oz., 75c ..	1.35	4.40	13.50

PUMPKIN

Small Sugar Pie. Early orange ..	.20	.70	2.10
Large Yellow or Connecticut Field ..	.20	.70	2.10

RADISH

(1 oz. for 100-ft. row.)

● Early Scarlet Globe (Short Top). Our strain of this very early forcing variety is a superior one. 23 days. An ideal florists' "catch crop." 10 lbs., \$12.60 ..	.20	.60	1.80
● Iceberg. (Short Top.) 27 days. Best white for outdoors and forcing. 10 lbs., \$10.80 ..	.20	.60	1.80
Sparkler. 25 days. Scarlet with white tip ..	.20	.60	1.80

RUTABAGA

American Purple Top ..	.15	.30	.80
-------------------------------	-----	-----	-----

SPINACH

(1 oz. for 100-ft. row.)

Giant Thick-Leaved (Nobel). 45 days ..	.15	.30	.80
Savoy-Leaved or Bloomsdale. 40 days ..	.15	.30	.80
● New Zealand (Tetragonia). Picked thruout the summer. Suitable for greenhouse forcing in 50-60° temperature ..	.15	.40	1.20

The dot (●) indicates best vegetable varieties for greenhouse forcing.

Vegetable Seeds for Florists (Continued)

SQUASH

	1 oz.	4 ozs.	1 lb.
(About 380 seeds per oz.)			
Acorn (Improved Royal). 60 days. Winter squash	\$0.20	\$0.65	\$1.90
Buttercup . 100 days. Winter squash20	.75	2.20
Butternut . 100 days. Winter squash40	1.25	3.75
Early Prolific Straightneck . 50 days. Summer squash. Edible when 4 to 14 in.15	.50	1.50
Hubbard . Blue winter squash30	1.00	3.00
Uconn . Bush type Acorn Squash. Young fruits may be used in summer; mature fruits as a winter squash30	1.00	3.00

SWISS CHARD

(1 oz. for 100-ft. row.)

● Lucullus . Deep green crumpled leaves. For forcing sow directly or transplant field-grown roots. Cool house temperature. Pick leaves15	.50	1.50
Rhubarb Chard25	.75	2.50

TOMATO

(About 7000 seeds per oz.) We offer only the highest quality Tomato seed from specialist growers. Sow seed 6 to 8 weeks before time to plant out. Days indicated are from date plants are set out.



SPECIAL FORCING VARIETIES

- **Ball Extra Early, F₁ Hybrid**. (See next page.) Highest quality fruit, yield and earliness. Tr. pkt., \$1.00; ¼ oz., \$2.25; ½ oz., \$7.50; 1 oz., \$25.00.
- **Ball Giant Hybrid**. (New.) Early, red, 7½-ounce fruits. The addition to our **F₁ Hybrid Tomatoes** we have been looking for. An excellent producer of fine, solid red fruits. It is about two weeks later than our **Ball Extra Early**, above. Tr. pkt., \$1.40; ¼ oz., \$3.20; ½ oz., \$10.65; 1 oz., \$32.00.
- **Waltham Forcing**. The ideal forcing Tomato. Even sized, 4-oz. scarlet fruits, firm, good shippers, do not crack. Plants take little room; may be grown in old buckets. Flowers self-pollinating. Early and heavy yielder. This variety also fine for outdoor trellis. Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.00.
- **Michigan State Forcing**. Wilt resistant. Distinct greenhouse Tomato developed at Michigan State College. Rich, deep scarlet fruits, average 5-6 ozs., globular, in large clusters. Highly self-pollinating but responds well to daily tapping of flower clusters. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.50.
- Globe "A."** Pink fruits, a little larger than regular Globe. Developed by Ohio State Experiment Station. Ships well. Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.00.
- Marhio or Marvelous**. Pink fruit, wilt resistant and almost free from cracks. Vigorous grower requiring high temperature and particularly fine for fall forcing. Extra select stock. Tr. pkt., 50c; ¼ oz., \$1.00; 1 oz., \$3.00.

STANDARD VARIETIES

	1 oz.	4 ozs.	1 lb.
● Bonny Best . Unexcelled for all purposes. Smooth and firm. 73 days	\$0.60	\$2.00	\$5.90
Break O' Day . Early WILT-RESISTANT, globe shaped. Heavy producer, flesh firm70	2.35	7.00
Chalk's Early Jewel . 75 days. Heavy producer, scarlet-red, smooth and firm50	1.70	5.00
Crimson Cushion or Beefsteak . Large, flat, bright scarlet; solid, very prolific80	2.70	8.00

TOMATOES, Continued

	1 oz.	4 ozs.	1 lb.
Dwarf Champion . Treelike. Requires no support; medium size, solid pink fruit	\$0.70	\$2.35	\$7.00
Dwarf Stone . 81 days. Strictly dwarf, tree-like, fruits bright red, smooth and solid60	2.00	6.00
Earliana . Medium size, deep scarlet, firm and smooth. 64 days. Fine early variety90	3.00	9.00
Early Detroit . Valuable for shipping. Pink, medium large, smooth fruit. 78 days60	2.00	6.00
Firesteel . 70 days. Deep red, sure setting. Best under drought conditions70	2.35	7.00
Garden State . 84 days. Smooth scarlet-red; larger than Rutgers. ½ oz., 50c90	3.00	9.00
Giant Tree or Potato Leaved . 90 days. Extra large pink fruits often weighing 1 lb. or more. Tr. pkt., 50c; ¼ oz., \$1.20	3.60	12.00	36.00
Globe . (Livingston's.) Heavy producer. Large purplish pink fruit; smooth and solid70	2.35	7.00
Golden Queen . 83 days. Large yellow fruit; firm and smooth, mild flavor80	2.70	8.00
Greater Baltimore . Midseason. Earlier than Stone, heavy producer, deep scarlet50	1.70	5.00
Grothen's Globe . 68 days. Medium large, globular, bright red fruit. Wilt resistant90	3.00	9.00
Gulf State Market . Very fine second early, crimson, medium size, very solid80	2.20	8.00
John Baer, Certified . Standard all-purpose variety, second early, medium size, red90	3.00	9.00
June Pink . Earliest pink, early shipper80	2.70	8.00
Jubilee . Orange; non-acid. All-America bronze medal winner. ½ oz., 50c90	3.00	9.00
● Master Marglobe, Certified . Valuable for shipping and HIGHLY RESISTANT. 75 days. Extra select stock. ½ oz., 55c	1.00	3.25	10.00
Marglobe . Regular stock60	2.00	6.00
Oxheart . 90 days. Extra large, heart-shaped, few seeds, mild flavor. ½ oz., 60c	1.10	3.70	11.00
Pan American . 75 days. U.S.D.A. introduction. Extremely wilt resistant. Scarlet80	2.70	8.00
Penn State Earliana . Extra early, red, large, smooth, mild and solid95	3.20	9.50
Ponderosa . Extremely large; purplish pink, few seeds, mild flavor. 85 days90	3.00	9.00
Pritchard (Scarlet Topper). Fine all-around variety, heavy yielder; second early; WILT-RESISTANT65	2.20	6.50
Queens . Early solid and prolific. Red	1.80	6.00	18.00
Red Top . Improved Italian Canner. Cylindrical, 3 x 1¼ inches. ¼ oz., 60c	1.80	6.00	
Rutgers, Certified . Red, smooth, thick walls—firm and mild. Does well even at a low fertility level. Favorite in sandy soil65	2.20	6.50
Sioux . 70 days. Red fruit90	3.00	9.00

VEGETABLE SEEDS FOR FLORISTS—Continued

TOMATOES, Continued

	1 oz.	4 ozs.	1 lb.
Stokesdale, Certified. 75 days. Red, globular; fine canning variety	\$0.65	\$2.20	\$6.50
Stone. 85 days. Valuable for market and canning; heavy producer; deep scarlet . .	.65	2.20	6.50
Valiant. 70 days. Globe shaped large, smooth red fruits90	3.00	9.00
Victor. 65 days. Extra early. Scarlet. Determinate vine, takes little room. ½ oz., 50c65	2.20	6.50
Wisconsin No. 55. Red, early, and fine shipper. Large fruits with no shoulder cracks75	2.50	7.50

Red Cherry	} Small fruited, for pickles, salads or preserves }	1 oz. 4 ozs. \$0.75 \$2.50 ¼ oz., 25c
Yellow Plum		
Yellow Pear		
Yellow Husk or Ground Cherry		

Tiny Tim. A novel miniature Tomato that can be raised as a colorful, small pot plant in the home. Ideal appeal to the housewife as she can add a touch of color to her winter-time menus and have a plant at the same time. ¼ oz., 50c; 1 oz., \$1.50; 4 ozs., \$4.50.

TURNIP

	1 oz.	4 ozs.	1 lb.
Purple-Top, White Globe	\$0.15	\$0.35	\$1.00

Two F₁ Hybrid Tomatoes!

Hybrid Tomatoes pay! On a recent test of 57 varieties at Brookings, South Dakota, Ball Extra Early Hybrid placed first on total yield of marketable fruits. Many florists who have tried this variety have written us praising its performance.

Now we have another F₁ Hybrid Tomato to offer. **Ball Giant Hybrid** is about two weeks later than Ball Extra Early, but it is an excellent producer of solid, red, 7½-ounce fruits.

Try them both and let us know how you like them.

F₁ HYBRID

- **Ball Giant Hybrid.** (New.) Early, red, 7½-ounce fruits. The addition to our **F₁ Hybrid Tomatoes** we have been looking for. An excellent producer of fine, solid red fruits. It is about two weeks later than our Ball Extra Early. Tr. pkt., \$1.40; 1/16 oz., \$3.20; ¼ oz., \$10.65; 1 oz., \$32.00.

F₁ HYBRID

- **Ball Extra Early.** An **F₁ Hybrid** earlier than Earliana. Large fruits, extremely smooth. Bred for highest quality fruit, yield and earliness. Tr. pkt., \$1.00; 1/16 oz., \$2.25; ¼ oz., \$7.50; 1 oz., \$25.00.





CROSSANDRA

A native of India. Introduced to the trade by Geo. J. Ball, Inc., in 1952, through our offering of seed that year.

CROSSANDRA

Crossandra has created quite a sensation. Cultural requirements are rather rigid. High temperatures and high humidity are imperative for good growth. We now offer expertly grown seedlings shipped in 2-inch bands—for growing on. Can be shipped any time of year. They are everblooming.

January 1 delivery—to bloom for Valentine's Day

March 1 delivery —to bloom for Easter

April 1 delivery —to bloom for Mother's Day

Best soil mixture:

- 1 part sharp sand 1 part leaf mold or humus
- 2 parts loam ½ part dried cow manure

One 5-inch pot bone meal per bushel of above mixture.

Packed in multiples of 50 or 65 plants. **\$25.00** per 100; **\$225.00** per 1000. 250 at 1000 rate. F.O.B. Florida.

Small Plants

All the 2¼-in. stock listed below is grown in Ball Better Bands and shipped in our "Ball-Pak" or shipped out of 2¼-inch pots. F.O.B. Shipping Point.

BANDED SNAPDRAGON PLANTS

Available Through March

PINK and ROSE

- Rosanna. Ball Hybrid.
- Christina. J. S. Yoder Hybrid.
- Christmas Cheer. Windmill Hybrid.
- Pensive. Yoder Bros. Hybrid.
- Whirlaway. Yoder Bros. Hybrid.
- Crusader. Yoder Bros. Hybrid.
- Pink Ice. Ball Hybrid.
- Hercules. Ball Hybrid.

RED

- Navajo. Ball Hybrid.

YELLOW

- Golden Spike. Ball Hybrid.
- War Admiral. Yoder Bros. Hybrid.

WHITE

- Snowman. Ball Hybrid.
- Margaret. Ivory-white inbred.

LAVENDER

- Lavender Lady. Ball Hybrid.

BRONZE

- Gollant Fox. Yoder Bros. Hybrid.

PRICES—All Varieties

\$8.00 per 100 \$65.00 per 1000
250 at 1000 Rate
Minimum Order 100, 25 of a Variety

MELIOR BEGONIAS

2¼-In.

May, June, July Delivery

Melior Improved Lady Mac Marjorie Gibbs
\$40.00 per 100, \$350.00 per 1000. 45¢ each in lots of 50 or less. 250 or more at 1000 rate. Minimum order 25 plants.

NORWEGIAN TYPE BEGONIAS

2¼-In.

Shipments from April 15 till supply is exhausted.

These Norwegian varieties are larger flowered with a much deeper pink color than the Meliors. They can be grown about 5 degrees cooler than our Christmas Begonias.

- Tove. Light rose; early.
 - Karoline. Late, dark rose.
 - Solbachen. Dark rose; best for Christmas.
 - Dark Solbachen.
 - Skavane. New variety from Sweden.
 - Red Solfheim. New variety from Sweden.
- \$45.00 per 100, \$400.00 per 1000. 250 at 1000 rate. Please order in multiples of 50. Express F.O.B. New York.

Small Plants

ALL-DOUBLE PETUNIAS

2¼-In.

December through April

Gaiety. Dwarf and compact with flowers blotched rose and white.

Allegro. Medium to large, fully double flowers of clear, bright salmon are carried on fairly dwarf plants.

Sonata. Extra large, fully double, pure white flowers.

Nocturne. Semi-double, deep Elk's Pride purple.

Rose of Canada. Fully double, bright medium rose flowers about 3 inches across are freely produced on compact, bushy plants.

Ball All-Double Mixture. A well-balanced mixture.

Assorted.

\$12.00 per 100, \$100.00 per 1000.
Minimum order 100 plants.



ASTER,
ROSE BALL

ASTERS

Lighted Asters in 2-Inch Bands for June Flowering

Available March 1 to May 15

Two newcomers, **Rose Ball** and **Azure Ball**, will be welcomed by you who have so well liked Ball White and Ball Shell Pink (now White Ball and Pink Ball). They have the same fully double, long stemmed qualities. Highly wilt-resistant.

Pink Ball **White Ball**
Rose Ball (Pictured) **Azure Ball**

Ball Deep Purple

\$9.00 per 100, \$80.00 per 1000
Minimum order 100, 25 of a variety.

DELPHINIUM

Giant Pacific Hybrids

2¼-In. Late March-Early June Delivery

Galahad. White. **Summer Skies.** Light blue.

Guinevere. Lavender. **Blue Bird.** Mid-blue.

King Arthur. Deep violet-blue.

\$12.00 per 100; \$100.00 per 1000. Minimum order 100 plants.

Astolat. Pale blush-pink shades with dark bees.
\$15.00 per 100; \$125.00 per 1000.
Minimum order 100 plants.

CYCLAMEN

2¼-In.

April-June

\$22.00 per 100; \$200.00 per 1000.
Minimum order 100.

3-In.

June-July

\$36.00 per 100, \$350.00 per 1000.
Minimum order 50.
Packing at cost.



Cyclamen growing is a specialized job. Special conditions of moisture, temperature, and soil must be closely watched or the 16-18 months' time required to mature a plant will be wasted. Our Ball Red Book devotes a chapter to Cyclamen growing.

Japanese Grown Lily Bulbs

**F.O.B. Shipping Point
CASE LOTS ONLY**

ALBUM (Speciosum)

White Rubrum

December to June Delivery

	Per 100	Per Case
7- 9 in., 250 bulbs per case.....	\$40.00	\$82.50
8- 9 in., 200 bulbs per case.....	45.00	82.50
9-10 in., 140 bulbs per case.....	65.00	82.50

RUBRUM (Speciosum)

Carmin-Pink

December to June Delivery

	Per 100	Per Case
7- 9 in., 250 bulbs per case.....	\$20.00	\$40.00
8- 9 in., 200 bulbs per case.....	22.50	38.00
9-10 in., 140 bulbs per case.....	30.00	36.00
9-11 in., 125 bulbs per case.....	32.00	36.00
10-11 in., 100 bulbs per case.....	37.50	35.00

PLATYPHYLLUM

Less spotted than Gold Band

December to March Delivery
We prefer to Auratum

	Per 100	Per Case
7- 9 in., 250 bulbs per case.....	\$25.00	\$47.50
8- 9 in., 200 bulbs per case.....	30.00	47.50
9-10 in., 140 bulbs per case.....	37.50	47.50

Auratum (Gold Band)

AURATUM (Gold Band)

White, spotted crimson, gold stripes
December to March Delivery

	Per 100	Per Case
7- 9 in., 250 bulbs per case.....	\$20.00	\$40.00
8- 9 in., 200 bulbs per case.....	22.50	37.50
9-10 in., 140 bulbs per case.....	32.00	35.00
10-11 in., 100 bulbs per case.....	35.00	35.00

ERABU

White Trumpet
Immediate Delivery

F.O.B. Chicago

7- 9 in., 300 bulbs per case	} Available From New Crop, September
8-10 in., 225 bulbs per case	
9-10 in., 200 bulbs per case	
10-11 in., 150 bulbs per case	

GIGANTEUM

White Trumpet
November to June Delivery

	Per 100	Per Case
7- 9 in., 300 bulbs per case	\$20.00	\$40.00
8-10 in., 225 bulbs per case	25.00	45.00

West Coast Bulbs

CROFTS

November to May

	Case Lots Only
Size 7- 8 in. Sold Out	250 bulbs per case
Size 8- 9 in. Sold Out	200 bulbs per case
Size 9-10 in.	150 bulbs per case
Size 10-in. up	100 bulbs per case

Prices on Request.

ESTATE

December to May Delivery

Taller, later and freer flowering than Croft. Prefer for cutting. F.O.B. Chicago.

	Per Case
Size 7- 8 in., 250 bulbs per case	\$55.00
Size 8- 9 in., 200 bulbs per case	72.50
Size 9-10 in., 150 bulbs per case	70.00



**RUBRUM
(Speciosum)**



West Coast Glad Bulbs

Our bulbs are hand dug, hand cleaned and graded, and are not mutilated or bruised by machinery. This costs us more, but it is your assurance of quality stock. Our stock is guaranteed true to name, and free from disease and thrip. Full size and count, hand graded and selected. Sold under usual disclaimer. The following are the very finest varieties for commercial growing.

	No. 1 1½ in up Per 1000	No. 2 1¼-1½ in. Per 1000
PINK and SALMON		
Chamouny. Cerise-rose, silver edge	\$35.00	\$28.00
Evangeline. Pastel pink, cream throat	48.00	38.00
Friendship. Beautiful soft ruffled pink	45.00	35.00
Miss Wisconsin. Clear rose-pink	35.00	28.00
Phantom Beauty. Light pink	35.00	28.00
Picardy. Shrimp-pink	40.00	32.00
Rosa Van Lima. Light pink	40.00	32.00
Spic and Span. Ruffled deep pink, salmon shading	45.00	35.00
Tivoli. Soft rose-pink, lighter throat	40.00	32.00
LAVENDER and BLUE		
Abu Hassan. Dark violet-blue	45.00	35.00
Elizabeth the Queen. Ruffled lavender	35.00	28.00
King Lear. Ruffled purple	35.00	28.00
Myrna Fay. Lavender	35.00	28.00
Ravel. Violet, reddish brown throat	40.00	32.00
WHITE, CREAM and YELLOW		
Aureole. Ruffled light yellow	40.00	32.00
Florence Nightingale. Finest new white	40.00	32.00
Leading Lady. Creamy white	35.00	28.00
Snow Princess. Milky white; light creamy blotch	35.00	28.00
Spotlight. Deep yellow with small scarlet blotch	45.00	35.00
Sunspot. Light apricot-buff	40.00	32.00
White Goddess. Heavily ruffled white	40.00	32.00
Yellow Emperor. Rich yellow	40.00	32.00
RED		
Burma. Deep rose-red, ruffled	35.00	28.00
Nancy. Bright scarlet-red; extra fine	40.00	32.00
Red Charm. Medium red	35.00	28.00
Red Cherry. Red-Scarlet	45.00	35.00
MIXTURE		
Florists' Mixed. Well balanced	35.00	28.00

Prices are f.o.b. shipping point, and are subject to change without notice. Minimum order 500 bulbs; 100 of a variety. 250 or more of any one variety at 1000 rate. Cash with order, or 25% deposit will hold bulbs until shipment is wanted, providing it does not exceed May 1st, unless other provisions are made. Field and storage are State inspected. All bulbs offered are subject to prior sale, so, if out of any variety, we will substitute with one equally good or better unless instructed otherwise. All shipments will be made by express collect.



Picardy,
finest
shrimp-
pink



CALADIUMS

- Candidum.** Snow-white; green veins and network. Green border.
Spotlight. Shining crimson with bluish tint.
W. B. Haldeman. Bright pink with narrow green edge.
Lady in Red. Dwarf, shiny red leaf; bronzy hue.
Exposition. Bright red; dark green edge.
Macahyba. Moss-green, spotted lilac, with scarlet ribs.
Red Flare. Similar to Scarlet Pimpernelle; blotched green.
Crimson Wave. Green; crinkled, transparent crimson center.
Red Ensign. Dwarf; leaves metallic red with green border.
Mrs. F. Sander. Dark green, blotched transparent deep rose.
Pink Cloud. Large, crinkled leaves of mottled pink.
Fire Nymph. Light green, blotched bright pink and straw color.
Reconcavo. Rose center with carmine ribs.
Red Glory. Deep carmine, scarlet ribs and narrow green edge.
Richard Deckard. Coppery rose, crimson ribs, blotched pink.

Caladium Prices

Named and Mixed Varieties

Size	Per 100	Per 1000
1-1½ in. diameter. No. 2	\$12.00	\$100.00
1½-2½ in. diameter. No. 1	18.50	175.00
2½-3½ in. diameter. Jumbo	27.50	265.00
3½ in. up. Mammoth	37.50	365.00

All Caladium tubers shipped f.o.b. Florida. Minimum order 50 bulbs.

CANNAS

Quality 2- to 5-eye divisions for delivery January through spring 1954.

The President. This variety is extremely popular. Double flowering, rich red clusters 7 to 10 inches in diameter, 8 to 10 inches long. Heavy green foliage. Dwarf, 2½-3½ ft. high.

Red King Humbert. A remarkable Canna, a favorite for years. Large scarlet-red flowers 6 to 7 inches in diameter. Bronze foliage. Broad, tropical leaves. 3½ to 4 ft. high.

Yellow King Humbert. An old favorite, considered one of the best yellow Cannas. Flowers are yellow, blotched with red. Petals are large, measuring from 4 to 5 inches in diameter. Foliage is a light green. Medium height, 3 to 4 ft.

City of Portland. Fine pink flowers that hold their color through hot, dry periods. Clusters measure 4 to 5 inches in diameter. Attractive deep green foliage. 3½ ft. high.

\$6.00 per 100, \$55.00 per 1000. 250 at 1000 rate.

Minimum order 100, 50 of a variety.

GLOXINIAS

AMERICAN GROWN

Delivery January and February
F.O.B. California or West Chicago

BELGIAN GROWN

Delivery December-January
F.O.B. West Chicago

Emperor Frederic. Scarlet bordered white.

Emperor William. Violet bordered white.

Etoile de Feu. Scarlet.

King of the Reds. Red.

Blanche de Meru. Rose with white throat.

Princess Elizabeth. Blue with white throat.

Violacia. Soft violet.

Prince Albert. Dark violet.

Queen Wilhelmina. Pink.

Mont Blanc. White.

Tigrinia. Spotted and netted.

Mixture of all above colors.

AMERICAN		PRICES	BELGIAN	
Per 100	Per 1000	Size	Per 100	Per 1000
\$17.00	\$150.00	1¼-1½ in.	\$10.00	\$ 80.00
25.00	225.00	1½-2 in.	17.50	155.00
32.00	300.00	2 in. up	25.00	225.00

Minimum order 50 Bulbs

BEGONIAS

DOUBLE CAMELLIA FLOWERED

AMERICAN GROWN

Delivery January and February
F.O.B. California or West Chicago

Light Salmon

Red Salmon

Flame Orange

Dark Salmon

Cardinal Red

Dark Red

Scarlet

White

Blush

Pink

Yellow

Apricot

Orange

Rose

Mixed

BELGIAN GROWN

Delivery December-January
F.O.B. West Chicago

Scarlet

Crimson

Yellow

White

Copper

Rose

Salmon

Orange

Mixed

PRICES:

Per 100	Per 1000	Size	Per 100	Per 1000
\$ 9.50	\$ 85.00	1¼-1½ in.	\$ 7.50	\$ 60.00
14.50	135.00	1½-2 in.	12.50	100.00
19.00	180.00	2 in. up	17.50	150.00

Minimum order 50 Bulbs





Holland Grown Glad Bulbs

Delivery will be made January 1, February 1, and March 1--No shipment later than March 1

Flowering period is indicated by E (Early), M (Medium), and L (Late)

Quantity	Size	Variety & Description	Price per 1000		
			No. 1 1½ in.-up	No. 2 1¼-1½ in.	No. 3 1-1¼ in.
WHITE					
_____	_____	M Akerendam. Pure white	\$26.00	\$19.00	\$13.50
_____	_____	E June Bells. White	26.00	19.00	13.50
_____	_____	M Morning Kiss. White, pink glow.....	26.00	19.00	13.50
_____	_____	E Salmon Glory. Creamy white, yellow blotch	32.50	23.00	16.00
_____	_____	E White Herald. Creamy white	25.00	18.00	13.00
_____	_____	M Snowprincess. White	24.00	17.00	12.50
YELLOW					
_____	_____	E Adinda. Creamy yellow, light salmon center	25.00	18.00	12.50
_____	_____	E Gold Dust. Buttercup yellow	26.00	18.00	12.50
_____	_____	M Hon Van Meegeren. Canary yellow	25.00	18.00	12.50
_____	_____	E Hopman's Glory. Sunflower yellow	27.50	20.00	13.50
_____	_____	M Spotlight. Yellow, red blotch	30.00	21.50	14.00
PINK AND SALMON					
_____	_____	M Gen. Eisenhower. Begonia rose.....	25.00	18.00	12.50
_____	_____	L Picardy. Salmon	30.00	21.50	15.00
_____	_____	M Rosa Van Lima. Bright pink	26.00	18.00	12.50
_____	_____	M Dr. Fleming. Rosy pink	25.00	18.00	12.50
_____	_____	L Bloemfontein. Salmon yellow blotch	25.00	18.00	12.50
_____	_____	M Leeuwenhorst. Pale lilac rose	25.00	18.00	12.50
_____	_____	M Tivoli. Clear, soft pink	28.00	20.00	14.00
_____	_____	M Holland Glory. Salmon pink, yellow blotch	25.00	18.00	12.50
RED and ORANGE					
_____	_____	E Acca Laurentia. Scarlet orange	25.00	18.00	12.50
_____	_____	E Agnita. Scarlet	26.00	19.00	13.50
_____	_____	E Aranjuez. Orange, yellow center.....	26.00	19.00	13.50
_____	_____	M Johann Strauss. Pale cochineal red	25.00	18.00	12.50
_____	_____	M Johan Von Konijnenburg. Orange red	32.50	23.00	16.00
_____	_____	M Majuba. Madder red, scarlet markings	29.00	20.00	13.50
_____	_____	M Mansoer. Blood red, velvet sheen	26.00	18.00	12.50
_____	_____	L New Europe. Geranium red	29.00	23.00	15.00
PURPLE and LAVENDER					
_____	_____	E Abu Hassan. Deep violet blue	31.00	23.00	15.00
_____	_____	M Cardinal Spellman. Light violet purple	29.00	21.50	14.00
_____	_____	M Mrs. Mark's Memory. Rosy magenta	27.50	20.00	13.50
_____	_____	M Modern Times. Crimson, white lines	27.50	20.00	13.50
_____	_____	M Lavender Dream. Pale light lavender	27.50	20.00	14.00

Prices F.O.B. Chicago. F.O.B. New York less 10%

Minimum orders: No. 1, 1500 to 3000; No. 2, 2500 to 4000; No. 3, 4000 to 6000

PRICES SUBJECT TO CHANGE WITHOUT NOTICE



West Coast Gladioli

JANUARY TO MAY DELIVERY

Quantity	Size	PINK and SALMON 1½ in.-up 1¼-1½ in.	Price per 1000	
			No. 1	No. 2
_____	_____	Chamouny. Cerise rose, silver edge	\$35.00	\$28.00
_____	_____	Evangeline. Pastel pink, cream throat	48.00	38.00
_____	_____	Miss Wisconsin. Clear rose pink	35.00	28.00
_____	_____	Phantom Beauty. Light pink	35.00	28.00
_____	_____	Picardy. Shrimp pink	40.00	32.00
_____	_____	Spic & Span. Ruffled deep pink, salmon shading	45.00	35.00
_____	_____	Tivoli. Soft rose pink, lighter throat	40.00	32.00
_____	_____	Rosa Van Lima. Light pink	40.00	32.00
_____	_____	Friendship. Soft ruffled pink	45.00	35.00
LAVENDER and BLUE				
_____	_____	Abu Hassan. Dark violet blue	45.00	35.00
_____	_____	Elizabeth the Queen. Ruffled lavender	35.00	28.00
_____	_____	King Lear Ruffled purple	35.00	28.00
_____	_____	Ravel. Violet, reddish brown throat	40.00	32.00
_____	_____	Myrna Fay. Lavender	35.00	28.00
WHITE and YELLOW				
_____	_____	Florence Nightingale. New white	40.00	32.00
_____	_____	Leading Lady. Cream white sport of Picardy	35.00	28.00
_____	_____	White Goddess. Ruffled white	40.00	32.00
_____	_____	Spotlight. Deep yellow with small scarlet blotch	45.00	35.00
_____	_____	Sunspot. Light apricot buff	40.00	32.00
_____	_____	Yellow Emperor. Rich yellow	40.00	32.00
_____	_____	Aureole. Ruffled light yellow	40.00	32.00
RED				
_____	_____	Burma. Deep rose red, ruffled	35.00	28.00
_____	_____	Nancy. Bright scarlet red; extra fine	40.00	32.00
_____	_____	Red Cherry. Red scarlet	45.00	35.00
_____	_____	Red Charm. Standard red	35.00	28.00
_____	_____	Florist Mixed	35.00	28.00

Prices are f.o.b. shipping point, and are subject to change without notice. Minimum order 500 bulbs; 100 of a variety. 250 or more of any one variety at 1000 rate. Cash with order, or 25% deposit will hold bulbs until shipment is wanted, providing it does not exceed May 1st, unless other provisions are made. Field and storage are State inspected. All bulbs offered are subject to prior sale, so, if out of any variety, we will substitute with one equally good or better unless instructed otherwise. All shipments will be made by express collect.

Regal Lilies

Quantity	Size	(White with pale pink. Yellow center)	
		West Coast Grown	Price Per 100
_____	6-7 in., 300 bulbs per case	\$14.00	\$36.00
_____	7-8 in., 250 bulbs per case	16.00	37.50
_____	8-9 in., 200 bulbs per case	25.00	45.00
_____	9-10 in., 150 bulbs per case	30.00	42.50
_____	10-11 in., 100 bulbs per case	45.00	40.00

F.O.B. Chicago. Bulbs offered subject to crop and price change.

Japanese Grown Lilies

F.O.B. Chicago, Toledo, Philadelphia

RUBRUM (Speciosum)

Carmin Pink

December-July Delivery

Quantity	Size	Price	
		Per 100	Per Case
_____	7-9 in., 250 bulbs per case	\$20.00	\$40.00
_____	8-9 in., 200 bulbs per case	22.50	38.00
_____	9-10 in., 140 bulbs per case	30.00	36.00
_____	9-11 in., 125 bulbs per case	32.00	36.00
_____	10-11 in., 100 bulbs per case	37.50	35.00

ALBUM (White Rubrum)

December-July Delivery

Quantity	Size	Price	
		Per 100	Per Case
_____	7-9 in., 250 bulbs per case	\$40.00	\$82.50
_____	8-9 in., 200 bulbs per case	45.00	82.50
_____	9-10 in., 140 bulbs per case	65.00	82.50

Subject to Crop

GIGANTEUM (White)

December-July Delivery

Quantity	Size	Price	
		Per 100	Per Case
_____	7-9 in., 300 bulbs per case	\$20.00	\$48.00
_____	8-10 in., 225 bulbs per case	26.00	52.00

AURATUM (Gold Band)

December-March Delivery

Quantity	Size	Price	
		Per 100	Per Case
_____	7-9 in., 250 bulbs per case	\$20.00	\$40.00
_____	8-9 in., 200 bulbs per case	22.50	37.50
_____	9-10 in., 140 bulbs per case	32.00	35.00
_____	10-11 in., 100 bulbs per case	35.00	35.00

PLATYPHYLLUM (Gold Band)

(Less spotted than Auratum)

December-April Delivery

Quantity	Size	Price	
		Per 100	Per Case
_____	7-9 in., 250 bulbs per case	\$25.00	\$47.50
_____	8-9 in., 200 bulbs per case	30.00	47.50
_____	9-10 in., 140 bulbs per case	37.50	47.50

All bulbs are offered subject to prior sale, so if out of any variety, we will substitute with one equally as good or better unless advised. **ALL SHIPMENTS MADE VIA EXPRESS COLLECT.**

Ball Hardy Lily Collection

January - March Delivery
F. O. B. West Chicago, Illinois

An ideal unit for growers who want only a small number of Lilies in several varieties. Every unit contains cultural information for both greenhouse and outdoor growing of each variety. Pictures of each variety are also included to help you sell bulbs.

Each collection consists of:

- 35 Bulbs **Regale.** Trumpet. White with pale pink.
- 35 Bulbs **Croft.** Trumpet. Pure white.
- 35 Bulbs **Rubrum.** Reflex. Carmine pink.
- 35 Bulbs **Auratum.** Bowl .White spotted crimson; yellow stripes.
- 35 Bulbs **Album.** Reflex. White Rubrum.

_____ Collection(s), 175 Bulbs \$47.50 each

Suggested price for resale:

- Crofts, Rubrums, and Albums — 75c to \$1.00 each.
- Auratums and Regales — 65c to 90c each.

Tuberous Begonia-Gloxinia Collection

BELGIAN GROWN

Delivery January to March
F. O. B. West Chicago

All bulbs in this collection should be started in a minimum night temperature of 70 degrees, to be finished in 5 or 6 inch pots. These bulbs are ideal for bedding in partial shade, and you should have bulbs available for counter sales.

Each unit contains:

- 150 **Tuberous-Rooted Begonias.** 1½ - 2 inch, Assorted.
- 100 **Gloxinias.** 1½ - 2 inch, Assorted.

_____ Collection(s) 250 Bulbs \$33.50 each

Collection of Fancy-Leaf Caladium Bulbs

Delivery January 1 to May 31

F. O. B. Florida

Excellent Profit

Ideal for Display

Competitive Price

Self-selling

Display carton is 24 x 12 x 6 inches. Height of box with display lid raised, 19½ inches. Standard pack, 150 bulbs; 25 to each compartment. Size of bulbs, standard No. 1's (1½ to 2 in. diameter). Box contains 5 named varieties. 1 compartment assorted colors. Pictures on inside of lid are in full color.

Weight per case, approximately 24 lbs. We will pack variations of assortments or solid cases of one variety.

_____ Boxes (150 bulbs each) Caladium Bulbs at \$26.50 per box.



Gladioli Collections

HOLLAND GROWN

WITH PICTURES

SIZE NO. 1

- 250 **June Bells.** White
- 250 **Hon Van Meegeren.** Canary yellow.
- 250 **Gen. Eisenhower.** Begonia rose.
- 250 **Leeuwenhorst.** Pale lilac rose
- 250 **Acca Laurentia.** Scarlet orange.
- 250 **Johann Strauss.** Pale cochineal red.

_____ Collection(s) 1500 Bulbs, **Size No. 1**, F.O.B. Chicago—**\$38.00**
(F.O.B. New York, Less 10%)

SIZE NO. 2

- 250 **June Bells.** White
- 250 **Hon Van Meegeren.** Canary yellow.
- 250 **Picardy.** Salmon.
- 250 **Gen. Eisenhower.** Begonia rose.
- 250 **Leeuwenhorst.** Pale lilac rose.
- 250 **Acca Laurentia.** Scarlet orange.
- 250 **Johann Strauss.** Pale cochineal red.
- 250 **Lavender Dream.** Pale light lavender.

_____ Collection(s) 2000 bulbs, **Size No. 2**, F.O.B. Chicago—**\$37.50**
(F.O.B. New York, Less 10%)

WEST COAST GLAD COLLECTION

WITH PICTURES

SIZE NO. 2

- 250 **Miss Wisconsin.** Rose pink.
- 250 **Phantom Beauty.** Light pink.
- 250 **Picardy.** Shrimp pink.
- 250 **Elizabeth the Queen.** Ruffled lavender.
- 250 **Leading Lady.** Cream white.
- 250 **Burma.** Ruffled rose red.
- 250 **Red Charm.** Tall, medium red.
- 250 **Yellow Emperor.** Rich yellow.

_____ Collection(s), 2000 Bulbs, **Size No. 2**, F.O.B. West Chicago—**\$56.00**

ALL SHIPMENTS MADE VIA EXPRESS COLLECT.

All bulbs are offered subject to prior sale, so if out of any variety, we will substitute with one equally as good or better unless advised.

Please Print

FIRM
NAME

Please use same firm or greenhouse name on all orders.

STREET OR R.F.D.

CITY AND STATE

CASH DISCOUNT. **On bulb orders** when remittance is enclosed, a cash discount of 2% will be allowed.

LIMITATION OF WARRANTY. Geo. J. Ball, Inc., warrants to the extent of the purchase price that seeds, plants, or bulbs sold are as described on the container within recognized tolerances. Seller gives no other or further warranty, express or implied.

GEO. J. BALL, Inc.

**WEST CHICAGO
ILLINOIS**

INDEX

Page	Page	Page	Page	Page
Abutilon 10	Centaurea:	Gazania 23	Lupine:	Ranunculus 33
Achillea 51	Annual 18	Geranium 23	Annual 25	Red Book 55
Achimenes 10	Perennial 53	Gerbera 23	Perennial 58	Ricinus 33
Aconitum 51	Cerastium 53	Gesneria 23	Lychnis 58	Rudbeckia:
Acroclinium 10	Cheiranthus 53	Geum 56	Marigold 27, 28	Annual 33
Agathaea 10	Cherry, Christmas 18	Gilia 56	Marvel of Peru 25	Perennial 59
Ageratum 10	Chrysanthemum:	Glad Bulbs 71	Matricaria, see	Saintpaulia 33
Aloe 10	Annual 18	Gloxinia 23	Feverfew 56	Salpiglossis 34
Alstroemeria 51	Perennial 53	Godetia 23	Mesembryanthemum 25	Salvia:
Alyssum:	Cineraria 19	Gomphrena 23	Microsperma 25	Annual 1, 35
Annual 11	Clarkia 18	Gourds 24	Mignonette 25	Perennial 59
Perennial 51	Clematis 53	Grass, Ornamental 24	Mimosa 25	Sanvitalia 34
Amaranthus 11	Cleome 19	Grass, Lawn 61	Mimulus 25	Saponaria:
Anchusa:	Cobaea 19	Grevillea 24	Moonflower 25	Annual 34
Annual 11	Coleus 19, 20	Grower Talks	Morning Glory 29	Perennial 59
Perennial 51	Coral Flower 20 55, Cover 4	Myosotis:	Scabiosa:
Anemone 51	Coreopsis 53	Gypsophila:	Annual 29	Annual 34
Annals, Mixed 10	Corn, Ornamental 20	Annual 24	Perennial 58	Perennial 59
Anthemis 51	Cosmos 20	Perennial 57	Naegelia 29	Schizanthus 34
Aquilegia 51	Crossandra 20	Helianthemum 57	Nasturtium 29	Shamrock 34
Arabis 51	Cuphea 21	Helianthus 24	Nemesia 29	Smilax 34
Arctotis 11	Cyclamen 21	Helichrysum 24	Nemophila 29	Snapdragon 36-39
Armeria 52	Cynoglossum 21	Heliotrope 24	Nepeta 58	Statice:
Artemisia 52	Cyperus 21	Helleborus 57	Nicotiana 29	Annual 34
Asclepias 52	Dahlia 21	Hesperis 57	Nierembergia 29	Perennial 59
Asparagus:	Daisy:	Heuchera 57	Nigella 29	Stocks 1, 40
Annual 11	Annual 22	Hibiscus 57	Oenothera 58	Stokesia 60
Perennial 52	Perennial 53	Hollyhock:	Pansy 30, 31	Strawberry 41
Aster:	Datura 22	Annual 24	Passiflora 32	Strelitzia 41
Annual 12-14	Delphinium 1, 54	Perennial 57	Penstemon:	Streptocarpus 41
Perennial 52	Dianthus:	Hunnemannia 24	Annual 32	Sweet Peas 1, 42, 43
Aubrietia 52	Annual 22	Iberis 57	Perennial 58	Thalictrum 60
Balsam 16	Perennial 55	Impatiens 1, 24	Pepper, Christmas 32	Thermopsis 60
Baptisia 52	Dicentra 55	Incarvillea 57	Petunia 1, 2-9	Thunbergia 44
Begonia 15, 16	Dictamnus 55	Iris 57	Phlox:	Tithonia 44
Bellis Perennis 52	Didiscus 22	Kalanchoe 24	Annual 32	Torenia 44
Bells of Ireland 16	Digitalis 55	Kochia 25	Perennial 59	Trachelium 44
Boltonia 52	Dimorphotheca 22	Lantana 25	Physalis 59	Tritoma 60
Broom 52	Doronicum 55	Larkspur 26	Physostegia 59	Trollius 60
Browallia 16	Dracaena 22	Lathyrus 57	Plant Bands 49	Umbrella Plant, see
Bulbs 70, 71, 72	Echinops 55	Lavandula 58	Plants 68, 69	Cyperus 21
Cactus 16	Echium 22	Lavatera 25	Platycodon 59	Vegetable Seeds 62-67
Calceolaria 16	Edelweiss, see	Leontopodium 58	Plumbago 32	Venidium 44
Calendula 17	Leontopodium 58	Leptosyne 25	Pony Pack 48	Verbena 44
Calliopsis 17	Euphorbia:	Liatris 58	Poppy:	Veronica 60
Campanula 52	Annual 22	Lily 58	Annual 33	Vibra-Seeders 61
Candytuft 1, 17	Perennial 56	Linaria 25	Perennial 59	Vinca 45
Canna 17	Exacum 22	Linum 58	Portulaca 33	Viola 60
Carnation:	Feverfew 56	Lobelia:	Primula:	Wallflower 45
Annual 17	Freesia 23	Annual 25	Annual 33	Yucca 60
Perennial 53	Fuchsia 23	Perennial 58	Perennial 59	Zinnias 1, 45-47
Catananche 53	Gaillardia:	Love Apple 25	Pyrethrum 59	
Celosia 1, 17	Annual 23	Lunaria 58	Queen Anne's Lace	
	Perennial 56		Flower 33	

CATALOG No. 68—SPRING 1954—BUSINESS TERMS

DISCOUNTS ON SEED ORDERS (Except Lawn Grass). Cash or C.O.D.
Discount! When cash is enclosed, or on C.O.D.'s: under \$5.00 net; \$5.00 to \$25.00, 5%; \$25.00 and over, 8%. **Bulbs, 2%.**

On Charge Seed Orders! If paid within 10 days from date of invoice: under \$5.00, net; \$5.00 to \$50.00, 2%; \$50.00 to \$100.00, 5%; \$100.00 and over, 8%. **Bulbs, 2% 10 days.**

NO CASH DISCOUNT on Lawn Grass, Plants, Plant Band Material, and other Supplies. These items **cannot** be sent C.O.D.

If this is your first order, it should be signed with some **Individual's name** in writing. Payment should accompany all orders unless credit has been established. C.O.D. shipments 50% in advance.

All Prices in this catalog subject to change without notice.

All Seed Sent Prepaid—except on bulk grass seed and on orders weighing over 2 ounces where customer requests first class mail, air mail or other special carrier, extra shipping costs will be charged.

IMPORTANT. Make checks or money orders payable to **Geo. J. Ball, Inc., WEST Chicago, Illinois.** Not responsible for currency sent in the mail. **Business Hours** (holidays excepted) are 8 to 12 and 1 to 5 Monday through Friday; 9 to 12 Saturday. Our phone number is West Chicago 299. **THIS CATALOG IS FOR COMMERCIAL GROWERS ONLY.**

Shortages. All items are offered subject to crop failures or shortages. **LIMITATION OF WARRANTY.** Geo. J. Ball, Inc., warrants to the extent of the purchase price that seeds, plants, or bulbs sold are as described on the container within recognized tolerances. Seller gives no other or further warranty, express or implied.

We Also Issue a Complete Catalog of Mum and Carnation Cuttings. Write for Your Copy.

Are you getting our *Monthly Grower Talks?*



VIC BALL
Editor



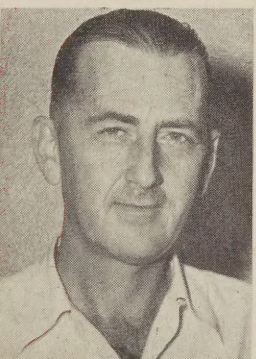
F. D. BALZHISER
Managing Editor



GEO. K. BALL
Features



G. CARL BALL
News 'N Views



PHIL JONES
Growing Tips

If not, you may be missing out on a lot of new slants on everyday greenhouse problems. Here's a cross-section of topics recently discussed:

- **What to sow** (each month)—and once over lightly on how to grow it—when to sow, soils, temperature, varieties, unusual requirements.
- **Soil sterilization.** Latest wrinkles on how to do it easily, effectively.
- **Heating**—new slants on automatic boilers, thermostatic temperature controls, etc.
- **Feature stories**—"how to grow" Snaps, Mums (including off-season), Pansies, Bedding Plants, Stocks, etc. Usually once a year in some detail on each.
- **Trade News.** Reports on meetings, trade activities.
- **Folks you know**—pictures, news about growers here, there, and everywhere.
- **Trip notes**—by members of the Ball staff, reporting on matters of grower interest here and abroad.
- **New varieties**—candid reports on our continuous variety testing program here at West Chicago—everything from Abutilon to Zinnias.
- **Labor savers**—reports on practical experience in our own ranges with various new "work savers."

INTERESTED?

Just add it to your next order. We'll do the rest. Cost: Only **\$2.50** for three years (90c per year). **Binder** for 24 issues, **\$1.50**.

L. J. Reid, veteran grower of Ft. Morgan, Colorado, says, "We feel GROWER TALKS is the most inspirational, practical and accurate periodical that reaches us. Send two copies, one for the office, one for the potting room."

Geo. J. Ball
I N C.
WEST CHICAGO
ILLINOIS